



# Breaking News/Broken News

*Gene Minshall*

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## **Breaking News/Broken News** Gene Minshall

In **Breaking News/Broken News**, famed news producer Gene Minshall provides an analysis of the television news business from an insider's perspective. For many years, Minshall directed the daily flow of information, worked with management and their budgets while, at the same time conferring with consultants hired to help increase ratings and viewer interest. Serving as a reporter and producer as well as writer and director of scores of documentaries exploring issues and interests of the day, Minshall joined the rising chorus who applaud the incredible contributions progressive news departments are providing to better inform the public. In addition to national and local TV news, Minshall documented ethics for the International Center for Journalists, worked in Albania with radio and TV stations on ethics and served as a Knight Fellow with foreign assignments. He was also appointed by the United States State Department to assist Third World country's media centers to be responsive to public apprehensions by presenting news without bias and propaganda. Minshall is proud of his profession but laments practices that work against fully informing the public. He desires to promote a conversation to close the gap between "what TV stations are promoting" and "what exactly is presented to viewers."

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