



The Entrepreneurial Journalist's Toolkit: Manage Your Media

By Sara Kelly

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Today's journalism and communication students need the tools to develop and maintain their own media businesses and freelance careers. In addition to mastering the basics of converged journalism practice, they need training in business entrepreneurship, mass communication and business law, and career and reputation management. *The Entrepreneurial Journalist's Toolkit* provides a solid foundation of multimedia journalism and also teaches readers to create solid business plans and develop funding proposals while maintaining high legal and ethical standards. This book details the process of pitching and working with clients, managing multi-platform communication campaigns to maximize reach, keeping the books, and filing taxes. It provides everything a new or experienced journalist needs to get started as a media entrepreneur.

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Editorial Review

About the Author

Sara Kelly, Ed.D., is chair of the Department of Journalism, Film and Entertainment Arts at National University in San Diego, where she serves as lead faculty for the BA in Digital Journalism and adviser to the online student newspaper, *The National University Herald* (thenuherald.com). Kelly also holds an MBA and an MFA. While at NU, she has helmed programs in journalism and strategic communications, as well as the integrated marketing communication specialization of the MBA. Previously, Kelly served as the longtime executive editor of the *Philadelphia Weekly* and the editor of *InPittsburgh Newsweekly*. Her professional publications include *Salon*, *Mother Jones*, *The New York Times Book Review*, *Men's Health*, *Town and Country*, and *Utne Reader*.

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