



# The Bloomberg Way: A Guide for Reporters and Editors

By Matthew Winkler

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**The Bloomberg Way: A Guide for Reporters and Editors** By Matthew Winkler

## The definitive guide to reporting and editing the story of money

Financial reporting is more important than ever as people grow increasingly aware of how their lives are affected by Wall Street and the federal government. Bloomberg News has earned the respect of journalists and readers around the world for its fast, in-depth and accurate stories.

The Bloomberg Way, an internal manual compiled over two decades, reflects the new realities of journalism, in which speed is paramount, the impact of news is instantaneous, and the lines between objectivity and opinion are increasingly blurred.

The Bloomberg Way is the most thorough and comprehensive guide to reporting and editing the story of money. This indispensable text for both journalism professionals and students outlines the central principles of Bloomberg News, explaining how to write compelling stories while maintaining standards of accuracy, honesty and ethics.

- The five F's of reporting: Factual, First, Fastest, Final and Future Word
- The essentials of writing an enticing lead and organizing story lines when preparing for breaking news on anything from an earnings release to a market crash
- Ways to keep opinion and speculation out of your writing

The Bloomberg Way stylebook is the most important writer's resource of one of the largest news organizations in the world. It informs as it instructs, from how to conduct effective interviews to analyzing financial reports to the imperative for accuracy and integrity in gathering and publishing news.

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### Editorial Review

#### From the Back Cover

"The Bloomberg Way defines excellence in reporting and writing news of business and money. Winkler does what he directs his reporters and editors to do: report thoroughly, write crisply without characterizations, employ details, examples, and context to show rather than tell. In doing so, he reveals the professionally disciplined Bloomberg culture he has built and provides a precise and illuminating guide for rigor and excellence. Winkler calls The Bloomberg Way our guide to learning. It is that and more."—?????Sandy Rowe, Chairman of the Committee to Protect Journalists

"The Bloomberg Way raises the professional bar for everyone who covers, follows, or makes decisions based on business and economic news. In the crush of global financial information, Bloomberg's distinctive style and mindset deliver clarity, accuracy, and speed to decision-makers every second of every day. This sophisticated book for the first time explains to all of us exactly how all of this is accomplished. It is an impressive read for everyone."—???Christopher Callahan, Dean and University Vice Provost, Walter Cronkite School of Journalism and Mass Communication, Arizona State University

"Authoritative, comprehensive, and only occasionally intimidating, The Bloomberg Way tells you everything you need to know about producing top-notch financial journalism, from bylines to 'trashlines' and from abbreviations and acronyms to weights and West."—???Paul E. Steiger, Editor-in-Chief, ProPublica

The Bloomberg Way is the most thorough guide to reporting and editing the story of business and money. Outlining the central principles of Bloomberg News, this book is an essential resource for both seasoned and aspiring journalists. It will put any writer in a better position to report with accuracy and honesty. Page by page, The Bloomberg Way:

- Details the basic tenets of solid reporting, including the Five Fs: factual word, first word, fastest word, final word, and future word
- Outlines the essentials of writing a good lead and offers insights on the proper use of tense and voice
- Addresses how to keep opinion and speculation out of your writing
- Discusses how to organize story lines when preparing for breaking news on anything from an earnings release to a market crash

The Bloomberg Way is the most important writer's resource of one of the largest news organizations in the world. It informs as it instructs, with coverage of topics ranging from how to conduct effective interviews to the importance of accuracy and integrity of news gatherers and reporters.

#### About the Author

MATTHEW WINKLER is Editor-in-Chief of Bloomberg News. Prior to founding the news organization at Bloomberg LP, he was a reporter for the Wall Street Journal.

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