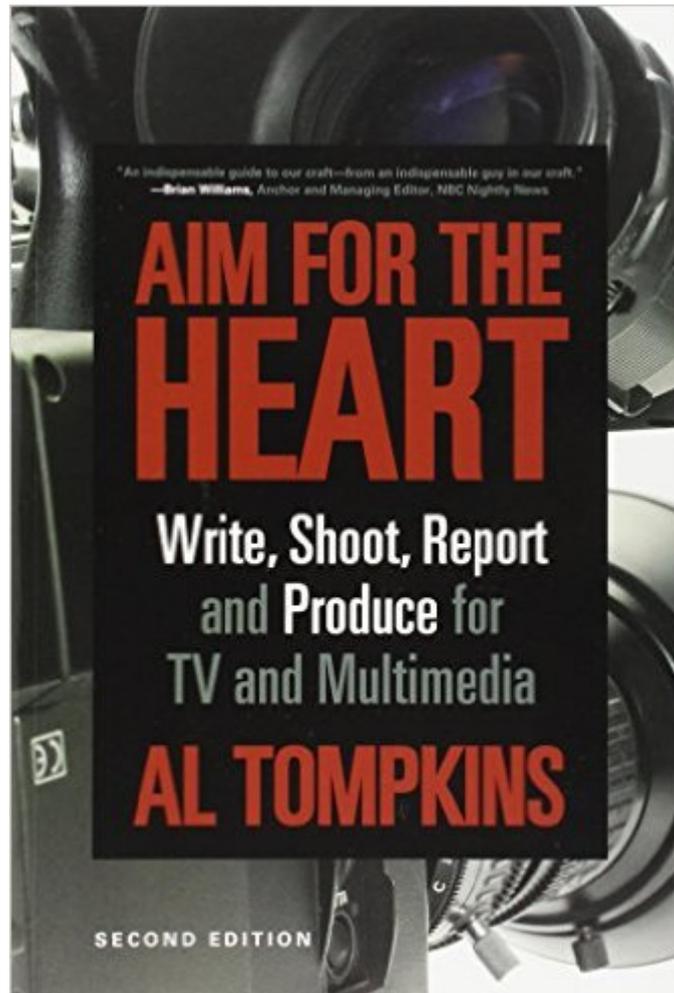


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# Aim For The Heart: Write, Shoot, Report And Produce For TV And Multimedia



## Synopsis

'An indispensable guide to our craft -- from an indispensable guy in our craft' - Brian Williams, Anchor and Managing Editor, NBC News Al Tompkins reminds students about a disarmingly simple truth about broadcast journalism: people remember what they feel. If you aim for the heart with the copy you write and the sound and video you capture, you will never fail to grab your viewers and compel them to keep watching. With humor, honesty and directness, Tompkins bottles his years of experience and insight in a new second edition that offers students the fundamentals they need to master, with the practical know-how they can immediately put to use. Aim for the Heart is as close as you can get to having Tompkins's training sessions at the ready, from which students: / learn to listen when interviewing; / write an inviting lead; / get a memorable soundbite; / see how to light, crop, frame and edit compelling video; / learn the art of being a one man band, and / translate their broadcast story into an interactive online story.

## Book Information

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## Customer Reviews

Even after going through J-school, this book had more to offer than my classes did. In J-school, they teach you the mechanics which is fine, but this book teaches you the art. Its an art that is being lost by the old quantity vs quality argument. Its possible to have both, but you have to know going into your story what you need to look for so that you can move on with ease. After 17 years in the biz, I really learned a great deal from the author, and I would highly recommend this book to anyone in my field.

Al Tompkins, a lifelong student of the craft of storytelling, trusted guru of those who practice journalism in its highest (and sometimes lowest) form, has downloaded decades of experience and wisdom and is selling it for the price of a newsroom night shift pizza order. I bought this book for show-and-tell. Almost everyone I coach, from top executives to authors to nonprofit founders to TED Fellows, can learn something from Al Tompkins about telling their stories effectively. Disclosure: I've known Al since his street reporting days in Nashville. His work with the Poynter Institute inspired me to make financial contributions.

I'm not a journalist, but I loved this book. Of course, the focus was on journalism and media as a career. But his book was still a great help for my own purposes. There were tons of takeaways for a marketing professional as well. The author's voice is incredible, too. It makes it really easy to read the book. Tons of great lessons, specific to journalism and media, and also to life in general, in this book. I recommend!

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