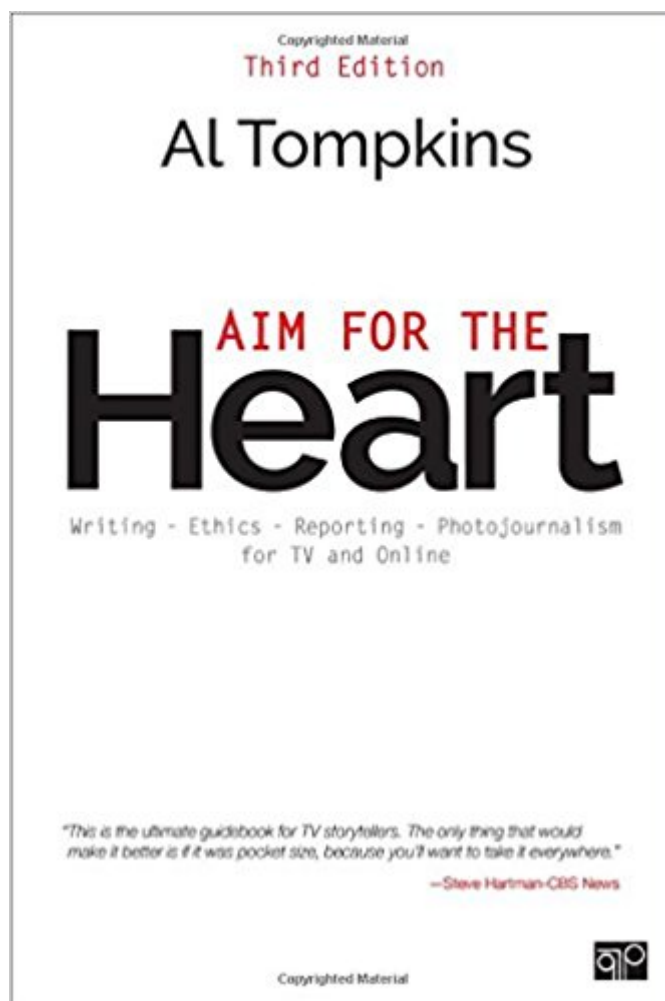


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# Aim For The Heart; Write, Shoot, Report And Produce For TV And Multimedia



## Synopsis

Al Tompkins is Broadcast and Online Group Leader for the prestigious Poynter Institute for Media Studies. In *Aim for the Heart*, he shares the secrets of great storytellers and writers, and helps professional broadcast journalists write clearer, stronger stories. *Aim for the Heart* offers practical, specific advice on how to:

- Find a laser-beam story focus
- Decide whom to interview
- Select the most memorable soundbites
- Write tighter copy
- Find the story lead and open
- Create memorable characters

*Aim for the Heart* gives reporters, producers and writers page after page of practical advice on how to avoid clichés, passive verbs and "news jargon" that viewers hate. This book goes beyond the story to help reporters and producers find their leadership voices. Tompkins shows journalists how to deal with difficult people in the newsroom, and how to coach others to higher performance, rather than fixing the same frustrating mistakes over and over. Tompkins is the co-author of the Radio and Television News Directors Foundation ethics workbook. In *Aim for the Heart*, he includes advice for how to make tough ethics calls on deadline. He helps journalists:

- Think through when it is appropriate to "go live" with a story
- Draft guidelines on when and how to identify juveniles
- Decide when and how to use confidential sources
- Cover difficult stories thoughtfully and aggressively

Al Tompkins is one of America's most honored local broadcast journalists. He is the recipient of the National Emmy, five National Headliner Awards, the Japan Prize, two Iris Awards, the Robert F. Kennedy Award, the National Bar Association Silver Gavel and The Clarion Award. The National Press Photographers Association awarded him the Jack Lemon award in 2001 for outstanding service to photojournalism. In his 25 years of working in local broadcast news he has been a photojournalist, reporter, producer, investigative reporter, director of special projects and investigations, assistant news director and news director.

## Book Information

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## Customer Reviews

"Aim for the Heart is the book I wish I could have read 20 years sooner. Al Tompkins reveals the secrets of compelling visual stories. As an award winning broadcast journalist, Al taught himself the 'magic' years ago. His willingness to share and teach is his gift to the rest of us." -- Boyd Huppert

"Knowing about 'the next big thing' is meaningless without thinking carefully about how those 'big things' enhance the fundamentals of journalism-the fundamentals that give our audiences stories that are ethically sound, engaging and informative. Al Tompkins gets that connection, and he stands for journalism that matters. Anyone who has ever attended one of Al Tompkins' workshops knows that he brings amazing insight, energy and passion into the classroom. What's even more amazing is how he manages to convey that energy and passion in print. Aim for the Heart inspired ordinary journalists to do extraordinary work." -- Lisa Taylor

"Aim for the Heart offers outstanding lessons for students at all levels. Tompkins' approach is smart and engaging, bringing multimedia stories into focus through effective and ethical practices. His emphasis on improving technique in writing, shot composition and the marriage of the two moves students forward." -- Kathleen Culver

"In the midst of a changing industry, Aim for the Heart is more important than ever. It reminds journalists that no matter what the platform, the story is still key. Writing matters. Every manager should have this in their library; it is a great way to inspire newsrooms." -- Carolyn Mungo

"For those of us in journalism, our world is quickly changing beneath our feet. Aim for the Heart will give you something solid to stand on, with insights on how to be a better storyteller and how to make the most of the newest technology." -- Byron Pitts

Al Tompkins is one of America's best-known and most-requested journalism trainers. Tompkins has taught professional journalists at conferences, conventions, seminars and newsrooms in 46 states and five countries. Tompkins is the Broadcast and Online Group Leader for The Poynter Institute and has been awarded most of broadcast journalism's top honors, including The National Emmy, The Peabody, two Robert F. Kennedy Awards, and The American Bar Association's Silver Gavel for legal reporting.

The latest edition of "Aim For The Heart" should be considered required reading for all current

journalists and journalism students. It's packed with essential information for the rapidly changing world of digital journalism.

Lest any reporter ever lose his or her mojo, this book will help you get it back. A stimulating and insightful read by one of the most ethical broadcast professionals I've ever had the pleasure to know.

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