

Aim for the Heart: Write, Shoot, Report and Produce for TV and Multimedia

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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.

This book is for anybody who wants to learn to write more powerful video stories.

While I speak directly to broadcast journalists in this book, others from ministers to motivational speakers and public relations professionals tell me this book affects how they do their job. The principles of solid storytelling are universal, it seems.

This book is filled with specific examples that I hope will improve your NEXT story. It is not a high-minded philosophy book and it is not not a pie-in-the-sky text that you could only use if you had four days and a crew of three to produce a story. It is for run and gun journalists who turn the daily story as I did for decades.

To students: I am most honored when a students tells me that this is a textbook that he/ she keeps after the class is over.

To working professionals: I hope Aim for the Heart will inspire you, re-ignite your journalistic passion and most of all I hope it helps you to improve your craft that I think is so vital to democracy. Al Tompkins is a teacher and a journalist.

He has taught journalists in 48 states, Canada, Egypt, Denmark, South Africa, The Caymans and Iceland. For nine and a half years more than 20,000 journalists a day read his story idea column Al's Morning Meeting on Poynter.org.

During his 24 years as a local television journalist, Tompkins was awarded many of the craft's top honors including the National Emmy, the Peabody and the RFK award.

Other Books

The Professor and The Madman,

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