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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.

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Al Tompkins teaches students about broadcast journalism using a disarmingly simple truth—if you aim for the heart with the copy you write and the sound and video you capture, you will compel your viewers to keep watching. With humor, honesty, and directness, award-winning journalist and author Al Tompkins bottles his years of experience and insight in a new Third Edition that offers students ...

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"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

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Aim for the Heart is the second and final album from the American country music trio The Remingtons. Released in April 1993 on BNA Entertainment, the album produced two singles on the Billboard country singles charts: "Nobody Loves You When You're Free" at No. 52 and "Wall Around Her Heart" at No. 69. "Everything I Own" is a cover of a song originally recorded by Bread on their 1972 album Baby, I'm a Want You, and "Ride 'Em Cowboy" was a single for Paul Davis in 1974. For this album, Denny Henso

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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...

[Aim for the Heart: Write for the Ear, Shoot for the Eye, a ...](#)

Mr. Tompkins' book was the reason I got my first job coming out of college. The first two stories I put on my resume tape were heavily influenced by the things I read in 'Write for the ear, shoot for the eye, aim for the heart.' Al explains things so that you not only understand how to do the things we do, but also why we do the things we do.

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