Power Performance: Multimedia Storytelling for Journalism and Public Relations
Tony Silvia, Terry Anzur

DESCRIPTION

This book is a unique and definitive guide to the skills necessary for on-camera journalism and offers an invaluable behind-the-scenes look at the profession.

• Tailors the traditional skills of writing, reporting, and producing to the needs of journalists working in front of the camera

• Includes chapters devoted to the role of the storyteller, reporting the story across multiple platforms, and presenting the story on-camera

• Incorporates profiles of leading multimedia journalists and public relations practitioners

• Addresses the key ethical issues for the profession

• Offers practical advice for putting presentation skills to work

• Storytelling skills covered can be applied to a variety of traditional and new media formats including television news, radio, and podcasts
ABOUT THE AUTHOR

Tony Silvia is Professor of Journalism and Media Studies at the University of South Florida St Petersburg. He has worked as a consumer reporter, news anchor and producer, having been nominated for three Emmy Awards. He is the winner of an Associated Press Award. His publications include Global News: Perspectives on the Information Age (Wiley-Blackwell, 2001).

Terry Anzur is a multimedia journalism educator, international media consultant and multimedia talent coach. In addition to her award-winning TV news reporting and anchoring, she is a freelance journalist in radio, print and online media.

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