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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

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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

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

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

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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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- Learn how to build compelling characters who connect with the audience
- Write inviting leads
- Get memorable soundbites
- See how to light, crop, frame, and edit compelling videos
- Learn how to leverage social media to engage audiences
- Gain critical thinking

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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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