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a Multimedia World. Profile: James Lee, Lee Strategy Group. Profile: Ann Kellan, Intermedia Marketing & Production, Atlanta. 7 Ethical Journalism in Multicultural Media. Profile: Corey Flintoff, National Public Radio, www.npr.org. Profile: Frenita Buddy, Hope Channel. 8 Putting Your Skills to Work. Profile: Kris Van Cleave, WJLA-TV. Profile: Lila King, Senior Producer, CNN.com. Index.

Sommario/riassunto

Terry Anzur's 'Power Performance' offers expert advice from a seasoned reporter on how to succeed as a journalist in the digital age. Strategies for storytelling on a variety of platforms are discussed, with case studies of press and PR professionals serving as examples.
