

1. Record Nr.	UNINA9910841418803321
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Titolo	Power performance [[electronic resource] /] : reporting for the multimedia journalist // by Terry Anzur, Tony Silvia
Pubbl/distr/stampa	Oxford, : Wiley-Blackwell, 2011
ISBN	1-283-40736-1 9786613407368 1-4443-4061-1 1-4443-4219-3
Descrizione fisica	1 online resource (256 p.)
Altri autori (Persone)	SilviaTony
Disciplina	070.43
Soggetti	Reporters and reporting Media Studies Mass media - Authorship Broadcast journalism - Authorship Public relations Journalism & Communications Journalism Communication & Mass Media Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di contenuto	About the Authors. Foreword by Lester Holt, NBC News/MSNBC. Introduction. 1 The Role of the Storyteller. Profile: Brian Williams, NBC News. Resource: IJPC.org, The Image of the Journalist in Popular Culture. 2 Reporting Stories across Media. Profile: Linda Hurtado, WFTS-TV. Profile: Casey Cora, http://oakpark.patch.com . 3 Writing the Story for Print and the Web. Profile: J.R. Raphael, Contributing Editor, PC World . Profile: Eric Deggans, St. Petersburg Times and tampabay.com . 4 Video Storytelling on the Air and on the Web. Profile: Joe Little, KGTV-TV San Diego. Profile: Jessica Yellin, TV Reporter, CNN. 5 Presenting the Story on Camera, on Air, and Online. Profile: Poppy Harlow, CNNMoney.com. Profile: Owen J. Michael, KABC-TV. 6 Practicing Public Relations in

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.
