



# Power Performance: Multimedia Storytelling for Journalism and Public Relations

By Tony Silvia, Terry Anzur



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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

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

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### Editorial Review

#### Review

"I highly recommend the information packed and valuable book Power Performance: Multimedia Storytelling for Journalism and Public Relations by Tony Silvia and Terry Anzur, to any journalists, bloggers, public relations practitioners, and business people who are seeking a hands on guide to telling story in a multimedia world. This book will transform your message from a weak and ineffective one, to an authentic and compelling story that is understood readily by the audience." (Blog Business World, 24 September 2011)

#### Review

"A clear, thoughtful, tip-filled tour of the unfolding world of multimedia news. Working pros help the authors guide students toward success in these challenging new forms of storytelling."

- *Jim Upshaw, University of Oregon*

"This book is a valuable resource for students and professionals alike. Engagingly written, it combines clear instruction with an impressive synthesis of research and historical context on this multi-faceted topic."

- *Lee Hood, Loyola University Chicago*

#### From the Back Cover

With television news anchors becoming daily celebrity guests in our homes and traditional news media turning increasingly to multimedia enhancements, there is a growing need for journalists and public relations practitioners to develop essential presentation skills.

This is the first book available for professionals and students interested primarily in transmitting news and information on-camera in multi-media formats, rather than working behind the scenes. Writing, reporting, and producing skills are examined specifically in terms of their application to effective communication with the viewing audience of both traditional and new media.

A guide to storytelling skills for journalism and public relations in multiple media platforms, including print, broadcast, and the web, this book offers invaluable behind-the-scenes insights and profiles of leading multimedia journalists and public relations practitioners. Practical advice is offered on how to put presentation skills to work and the key ethical issues are addressed.

This book will appeal to working professionals seeking to enhance their skills, students, citizen journalists and anyone interested in breaking in to on-camera journalism and public relations.

### Users Review

#### From reader reviews:

**Todd Quesinberry:**

The knowledge that you get from Power Performance: Multimedia Storytelling for Journalism and Public Relations may be the more deep you excavating the information that hide in the words the more you get serious about reading it. It does not mean that this book is hard to recognise but Power Performance: Multimedia Storytelling for Journalism and Public Relations giving you thrill feeling of reading. The author conveys their point in certain way that can be understood by simply anyone who read that because the author of this book is well-known enough. This particular book also makes your personal vocabulary increase well. It is therefore easy to understand then can go together with you, both in printed or e-book style are available. We propose you for having this specific Power Performance: Multimedia Storytelling for Journalism and Public Relations instantly.

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**Jimmy Dolce:**

Playing with family inside a park, coming to see the marine world or hanging out with friends is thing that usually you have done when you have spare time, then why you don't try point that really opposite from that. A single activity that make you not sensation tired but still relaxing, trilling like on roller coaster you have been ride on and with addition associated with. Even you love Power Performance: Multimedia Storytelling for Journalism and Public Relations, you are able to enjoy both. It is very good combination right, you still wish to miss it? What kind of hangout type is it? Oh seriously its mind hangout people. What? Still don't understand it, oh come on its called reading friends.

**Sunny Lopez:**

Are you kind of occupied person, only have 10 or even 15 minute in your day time to upgrading your mind talent or thinking skill perhaps analytical thinking? Then you are having problem with the book when compared with can satisfy your short period of time to read it because this all time you only find book that need more time to be learn. Power Performance: Multimedia Storytelling for Journalism and Public Relations can be your answer given it can be read by you who have those short time problems.

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