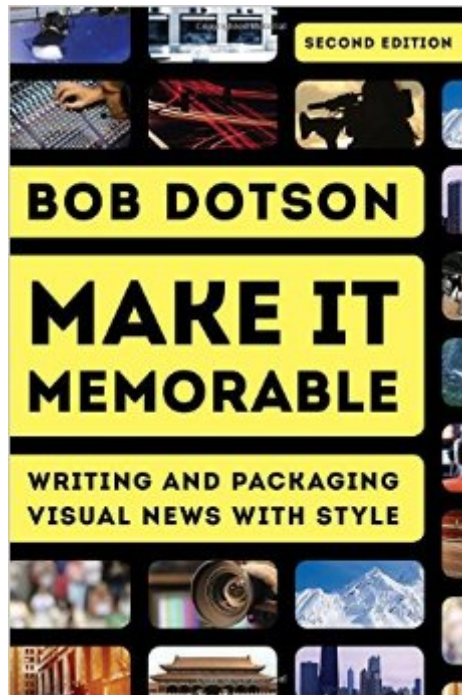


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# Make It Memorable: Writing And Packaging Visual News With Style



## Synopsis

“All the cutting edge technology I learned in college—typewriters, film splicers, glue—is now in a museum; the one thing that hasn’t changed is how to tell a visual story.” Bob Dotson *Make It Memorable* provides a distinctly different, hands-on introduction to the craft of visual storytelling. Many texts have been written to help people master the changing technology of journalism; here, Bob Dotson teaches readers how best to tell a story once they do. This second edition of Dotson’s classic book offers dozens of new tips for the digital age and a step-by-step explanation of how to find and create all kinds of visual stories under tight deadlines. In addition to new scripts annotated with behind-the-scenes insights and structural comments, the book includes links to online videos of all the story examples. There is no other text quite like it. Additional videos that can be utilized for class assignments and exercises are available on [www.nbclearn.com/makeitmemorable](http://www.nbclearn.com/makeitmemorable).

## Book Information

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## Customer Reviews

Bob Dotson has been telling the American story for 49 years. How does he do it? Read the book to understand what it takes to make a compelling story using not just lots of cool technology but the gift of storytelling itself. In ancient times, when our ancestors sat around the fire, storytellers were honored members of the tribe. Sill today, it’s so important that we share the stories that show our history and humanity. Nobody does that better than Bob Dotson.

The book has been one of the worse books I have ever read regarding media skills. As a professional journalist, I found some of the suggestions in this book more fictional than truth related news gathering.

Thanks goes to Bob Dotson for an incredible must-read for any aspiring journalists, but this edition is also available on Kindle.

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