

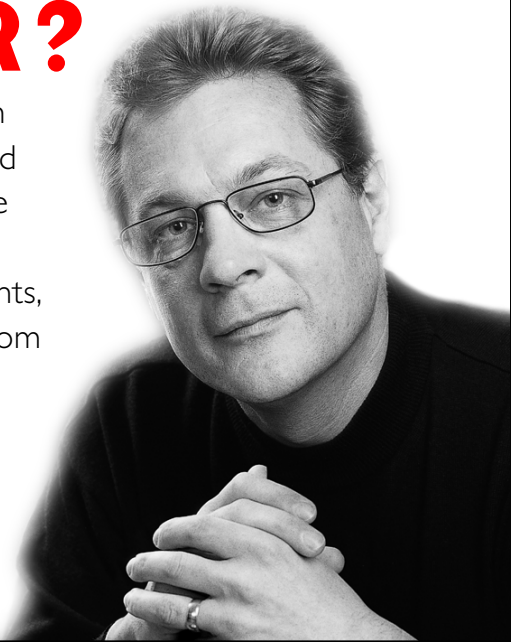
BEFORE CORRESPONDENT JOHN LARSON WAS EVER SEEN ON DATELINE NBC HE WAS SEEN AT POYNTER. **BEEN TO POYNTER?**

After his first experience at Poynter, John Larson wrote down seven points that summed up what he'd learned. He carried that list in his day planner for the next 10 years. John continues to use our practical lessons. So if you happen to catch one of his segments, one thing you'll know for sure. There's something from Poynter in his story.

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John Larson Correspondent, Dateline NBC