

13 SECRETS for TELLING STORIES!

Talk, talk, talk!





How do you get news and information?

- Please list your top three sources of news and information on the board



What is a story?

- A **journal article** is a story.
- A **newsletter article** is a story.
- A **technical report** is a story.
- A **success story**... is a story!



Why do we tell stories?

- STORIES HELP US UNDERSTAND PROBLEMS
- EMPATHIZE WITH OTHERS
- DEVELOP OUR OWN STRATEGIES FOR DEALING WITH ISSUES
- COMMUNICATE SOCIAL VALUES
- CREATE MEANING OUT OF RANDOM DETAILS OF LIFE



13 tips for effective storytelling

13 !



1. BEGINNING-MIDDLE-END

- The three basic elements of any story:
 - How did it start?
 - What happened?
 - How did it end? How was it resolved (or not)?




2. ORDER TAKEAWAY!

- Plan your story with the TAKEAWAY MESSAGE in mind
- What do you want your reader to remember?



3. WHO?

- Know you audience
- Consider their problems, their motives, and what interests them



4. SAY IT QUICK, SAY IT WELL

- Keep it SHORT!
- The average human attention span in 2000: **12 seconds**
- The average human attention span in 2013: **8 seconds**
- The average attention span of a goldfish: **9 seconds**

Source: National Center for Biotechnology Information, U.S. National Library of Medicine, The Associated Press



5. WHAT IS YOUR ANGLE?

- Have a strong, newsworthy angle
- Newsletters are meant to cover news. It's that simple. And each article should have an angle that is reflected in the headline, first paragraph and quotes.



Is your story “newsworthy?”

Timeliness — did it happen recently?

Proximity — did it happen close by to you or your readers?

Prominence — was someone important involved?

Consequence — did it have a big impact?

Human Interest — was it about someone who your audience would be interested in?

Novelty — was it quirky or out of the ordinary?

Progress — did it have to do with innovation or development?



6. The 5 W's + 1

- WHO?
- WHAT?
- WHEN?
- WHERE?
- WHY?
- and also HOW?

When 5Ws were challenges of womanhood captured?



DC CORRESPONDENT

It was her experience as a new mother that inspired Italian photographer Gula Besana to come out with a photo series, titled *Under Pressure*. The series explores the pressures and intricacies of womanhood, reports *Design Taxi*. Documenting her personal experiences, the photographer created staged photographs, based on themes like marriage, love, body image and the search for happiness.

In an interview with *Feature Shoot*, she said the happiness of pregnancy was soon replaced with a string of challenges of balancing work and motherhood after delivering. Learning that her other friends too went through the same set of emotions, she decided to address the subject in a unique manner and share it with the world.

Who created this squeezable light bulb?

Forget the hassle of running to an electrical store to buy a bulb every time you want to set a different tone to your room. PEGA Design and Engineering, a design firm based in Taiwan, has designed and developed a fun, easy-to-use product — squeezable bulb, called *Color Up*, that can also change colour according to the surface it comes in contact with.

According to *Design Taxi*, this oversized light bulb, which is made of soft silicone, can pick up a palette of colour frequencies using a detector attached at its base. Be it a romantic, candle light dinner or a soft environment for reading, all that the user has to do is squeeze the bulb on the desired colour surface to beam light through the bulb.



Where were these yummy brains made?



With a lot of objects being recreated in an edible form worldwide, this edible object, produced in Spain, can initially evoke a sense of fear, only to be dispelled when consumed. According to *Design Taxi*, two creative artists, Ruth and Sira García, have made a sumptuous assortment of chocolates in the shape of human skulls and have named it 'Chocolate Skulls Gone Nuts'. Making it a perfect treat for Halloween, they have given the skulls an exposed brain by chopping the upper portion of the chocolate and filling it with walnuts and gummy. They have even created a white chocolate in the form of a severed leg with gummy nerves.

Why

did this family live with a lion?

Because Tippi Hedren, Hollywood actress of the 1970s, her husband Noel Marshall, and their actress daughter Melanie Griffiths, wanted to make a movie about lions. As advised by Ron Oxley, an animal trainer, the family started living with Neil, the lion, to get to know more about feline behaviour. *LIFE* magazine's Michael Rougier documented the family's eccentric new guest and showed how the cat adapted to its new home without being a 'wild' creature. The actors' life with Neil seems to have been nice, but on the sets of the movie, *Roar*, things were different. Melanie required 50 stitches after being attacked by a lioness that was part of the film, and cinematographer Jan de Bont had to have his scalp sewn back on.



What

was used to make this stunning painting?

If you think going solar is the future of living, then here is your Da Vinci. By using a magnifying glass, award-winning Filipino artist Jordan Mangosan has harnessed the sun's power to create beautiful artwork. He focuses the sun's rays into a super-hot point that he uses to burn beautiful drawings onto wooden boards. Mangosan's art has earned him numerous awards and he has been exhibiting his creations internationally since 1993. He is one of the founders and current president of the Chanum Foundation, which began in 1996, to create an artists' village in the middle of Baguio City. It has become a hub for art, spreading it to larger audiences and a studio for budding artists all throughout the country.





7. CATCH 'em IN THE FIRST P

- Your *lede* (the first paragraph; that's how journalists spell it) should cover as many of the 5Ws and H as possible.
- Give readers the main points of the story
- Get readers interested in reading the story
- Accomplish in as few words as possible!




...a man fell off a ladder...

- WHO – the man
 - WHAT – he fell off a ladder while painting
 - WHERE – at his house
 - WHEN – yesterday
 - WHY – the ladder was rickety
 - HOW – the rickety ladder broke
- A man was injured yesterday when he fell off a rickety ladder that collapsed while he was painting his house.



8. JUICY DETAILS!

- INTENSIFY THE HUMAN INTEREST:
ADD DESCRIPTIONS OF TIME,
PLACE, PEOPLE – HOW DID THEY
REACT TO A SITUATION?



9. YOU CAN QUOTE ME ...

- Talk to people – get their impressions of an event or activity in their own words.

Press conference!





- BLAH: "We will use donor funds in an appropriate and decisive manner," said project manager Davinder Singh.
- BETTER: "The farmers' association purchased a 5-hp solar-powered rototiller with donor funds," said Davinder Singh, project manager. "It's easier to manage than an ox, and that little tiller is powering a 15% increase in cucumber production. Plus, you don't have to feed it rice straw."



10. CONFLICT IS GOOD!

- Interesting stories are about change, adversity how people overcome challenges. In writing you call this **conflict**...the compelling part of a story s how people deal with conflict. It's a good place to start your story.



11. READERS CRAVE SNAPPY HEADLINES & TITLES!

- Write a title or headline that will draw the reader in
- Use the active voice
- Who > strong verb > what

101st career title in their 152nd final.

Sunday's victory was their fifth Masters 1000 title of the season, a joint personal best, after they secured the year-end doubles number one ranking earlier this week for the 10th time.

— Agencies

Paris Masters next month.

"I've played some pretty good tennis," said the former Wimbledon winner after leaving Asia where he ended a 15-month title drought with victory in Shenzhen.

"I didn't necessarily

play my best in Shenzhen (China, a fortnight ago), but I managed to win the tournament. And there's still obviously a few more weeks left in the season," the Scot added.

Murray, who takes the second seeding, is joined

in the field at the Stadthalle by another hot London contender, Spaniard David Ferrer, who's ninth in the London running and has taken another wild card.

The top-seeded Ferrer, Murray, number three

Lopez on seventh and Austrian future hope Dominic Thiem on eighth.

Thiem beat Rosol for his only win during the just-completed Asian swing, but reached the US Open fourth round.

— AFP

French fry Portuguese

Paris, Oct. 12: Karim Benzema scored an early goal and set up Paul Pogba's winner as France beat Portugal 2-1 in an international friendly at the Stade de France on Saturday.

The Real Madrid striker outshone his clubmate Cristiano Ronaldo as France ripped into Portugal from the off, taking the lead after three minutes.

Under intense early pressure Portugal goalkeeper Rui Patricio could only parry Bacary Sagna's shot, leaving Benzema to twist and convert unmarked on the six yard line.

Benzema then generously set up rising French star Pogba, the swashbuckling Juventus midfielder, to fire home a precise side-footed effort from just inside the box on 69 minutes after great work from Patrice Evra.

It took Ronaldo until



Portugal's Cristiano Ronaldo reacts during their friendly football match against France at the Stade de France in Saint-Denis, north of Paris, on Saturday. France won 2-1.

— AFP

late in the first half to flicker into life. He looked to have the France back line beaten in the 51st minute but Steve Mandanda's outstretched fingers stopped a deft

header from finding the bottom corner of the net. France have already qualified for Euro 2016 as hosts, but play against all the teams in Group I in friendlies as preparation.

Portugal lost their first Euro 2016 qualifier 1-0 at home to Albania as their new coach, ex-Greece handler Fernando Santos, seeks to rebuild the side.

— AFP

Klinsmann recalls WC players

Miami, Oct. 12: United States head coach Juergen Klinsmann has recalled several players from his World Cup squad for Tuesday's friendly against Honduras in Boca Raton, Florida.

A youthful U.S. Team drew 1-1 with Ecuador in a friendly on Friday which effectively served as a farewell match for striker Landon Donovan who has retired from the team.

With Major League fixtures running through the international break, several regular starters were left out of the U.S. Squad for the Ecuador game.

But Clint Dempsey, Michael Bradley and Graham Zusi and Jermaine Jones and Matt Besler have all been called up to face Honduras.

— Reuters

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Roger Federer reacts after defeating Gilles Simon in the men's singles final at the Shanghai Masters in the Qizhong Tennis Stadium in Shanghai on Sunday. Federer won 7-6 (8/6), 7-6 (7/2).

— AFP

Murray and Ferrer eye last spot

Vienna, Oct. 12: Andy Murray will begin a late dash for vital ranking points and a spot in the World Tour Finals with a wildcard entry into the Austrian Open starting on Monday.

It will be the first Austrian appearance for the Scot, who currently stands provisional 10th on the season points race for the season-ending showpiece in London from November 9.

AUSTRALIAN STOSUR CLAIMS WTA JAPAN SINGLES TITLE

Osaka (Japan), Oct. 12: Big-serving Australian Samantha Stosur retained a title for the first time in her career Sunday with a resounding 7-6, 6-3 victory over Zarina Diyas in the Japan Women's Open final. Top seed Stosur, who has struggled to hit the heights since winning the US Open and reaching a career-high fourth in the world in 2011, was pushed hard in the first set by the fifth-seeded Kazakh, taking it on a tiebreak 9-7. But Stosur, currently ranked 18th in the world, held her nerve to win the match 6-3 in the second set.

Shanghai Masters semi-finalist Feliciano Lopez and fourth-seed Philipp Kohlschreiber all have first-round byes.

Murray lost to Ferrer in the Shanghai third round, with the Spaniard exiting in the quarters against Novak Djokovic.

The Scot will face his first test when he plays the winner from Canadian Vasek Pospisil and a qualifier while Ferrer, seeded second, will

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6. CXX Vija

Selections: 1.

3. The P.Anti

1. AXB Vijay

2. BAD Sup

3. CAB Lips

4. AAA Dar

5. AAB C El

6. DDX Koh

7. XXX Go P

8. CAX Rom

9. DXX Awa

10. ADA Mil

11. XXC Pak

Selections: 1.

4. The Scintil

1. XXX Laur

2. CXX Rust

3. XDX Win

4. XDX Jade

5. XXX Mel

6. XBX Com

7. DXC My S

8. AAX Gold

9. XXA Excl

10. XCC Over

11. XBX San

12. XXX Stole

13. XDC Bern

Selections: 1.

5. The A P Rac

1. CBA Sno

2. ADB Sup

3. BXA Teja

4. AAX Qing

5. BXX Vijay

6. CXX Oce

Selections: 1.

6. The Smt.C

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1. XDX Glor

2. XDX Sym

3. XXX The

4. XXX Jaz

5. CAD Nova

6. XXX Excl

7. XBD Khali

8. XDX Gold

9. CAX Maid

10. AXB Silver

11. XCC Big M

Selections: 1.

South Korea's Bae Sang-Moon fires a seven-under par 65 to take a four-shot lead at the US PGA tournament in Napa

Rac

DECCAN CHRONICLE

MONDAY | 13 OCTOBER

Roger rules Shanghai

Swiss legend defeats France's Simon enroute to 81st title of his career

Shanghai, Oct. 12: Roger Federer edged a resilient Gilles Simon of France 7-6 (8/6), 7-6 (7/2) to win the Shanghai Masters and claim the 81st title of his career on Sunday.

The 17-time Grand Slam winner had blown away World No.1 Novak Djokovic in the semi-finals but he found a stubborn opponent in Simon at Shanghai's QiZhong Tennis Centre.

And the 33-year-old needed two tie-breaks before dousing Simon to making it back-to-back Masters victories following his win in Cincinnati in August.

The Swiss veteran started poorly against 29th-ranked Simon's con-



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Selections:

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1. XBC S
2. XXD L
3. ACX F
4. CCA S
5. DXB A
6. CXX V

Selections:

3. The P.Ar
1. AXB V
2. BAD S
3. CAB L
4. AAA D



12. REMEMBER THE PICS

- Figures and tables – prepare them correctly
- A good image is clear and sharp. Crop it to remove any background that is not contributing to the information the picture contains.





13. TRY IT OUT!

- LET SOMEONE ELSE READ YOUR TEXT...and INDICATE THE PARTS THEY DO NOT UNDERSTAND
- READ IT ALOUD TO YOURSELF: THE BEST WAY TO HEAR MISTAKES, CLUNKY SENTENCES, BREATHLESS RUN-ON PARAGRAPHS!

MOST IMPORTANT!

- Do it!