

10 SECRETS for TELLING STORIES!

Maureen Mecozzi

35th International Vegetable Training Course

1 November 2016

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!
- A **video**...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

10 tips for effective storytelling

10 !

1. BEGINNING-MIDDLE-END

- The three basic elements of any story:
 - How did it start?
 - What happened?
 - How did it end?

THE JOURNEY:

A classic story format

- Introduce your characters
- WHAT IS THEIR GOAL?
- What is in the way of that goal?.
- How is it all resolved?

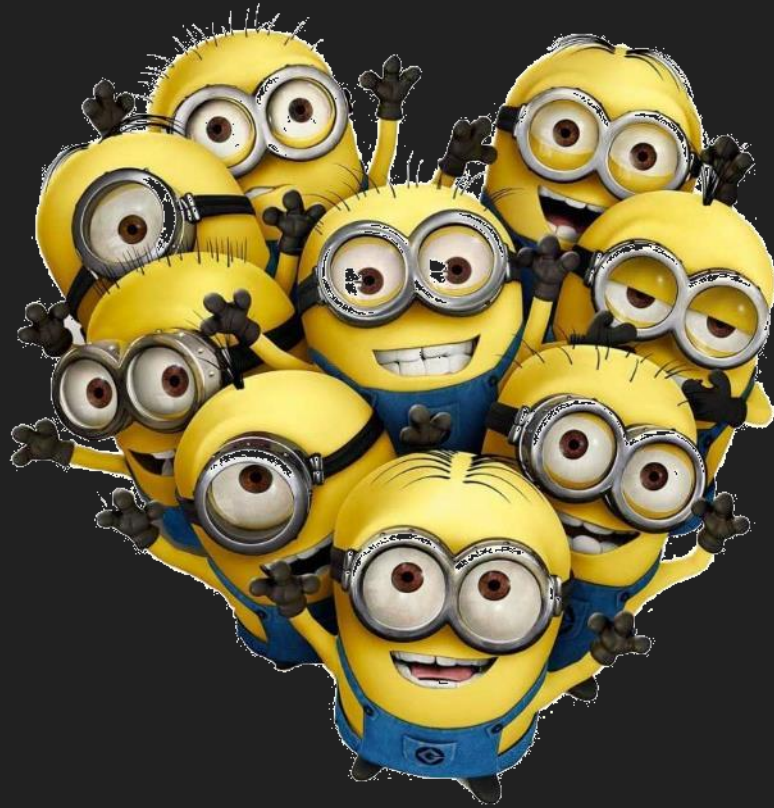


2. ORDER TAKEAWAY!

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

3. WHO?

- Know your 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 “angle” for your story
- Focus on what you want your readers or viewers to understand, or feel.



Is your story “newsworthy?”

Timeliness — did it happen recently?

Proximity — did it happen near your readers or viewers?

Prominence — was someone important involved?

Consequence — did it have a big impact?

Human Interest — was it about someone 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?

7. JUICY DETAILS!

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

8. YOU CAN QUOTE ME ...

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



9. CONFLICT IS GOOD!

- Interesting stories are about change and adversity: how people overcome challenges. It's called **conflict**.
- The compelling part of a story is how people deal with conflict. It's a good place to start your story.



10. TRY IT OUT !

- LET **SOMEONE ELSE** READ YOUR TEXT or WATCH YOUR VIDEO...and INDICATE THE PARTS THEY DO NOT UNDERSTAND

Time to TELL YOUR STORY!



Your journey in the IVTC!

Together, we are going to tell the story of your **experience** in the 3rd module of the IVTC.

We are going to make a **VIDEO**!

Everyone is a director!

Each one of you will take this camera and shoot **NO MORE THAN 5 to 10 SECONDS** of film.

After everyone is done, we will put them all together, edit it, and add some music...

What should you shoot?

- ?????????????

- This is **YOUR** journey! How would you SHOW what it feels like to participate in the IVTC to someone else? Give them just a little taste...

A few things to remember...

- Take 2 minutes. Think about what you want to shoot.
- Think about the ANGLE of your shot. You can:
 - Move with the camera
 - Stay still, but shoot from above or below
 - Shoot from the front, the back, the side...
 - Shoot inside or outside...
 - Shoot over someone's shoulder
 - Shoot from the perspective of...
- After you take your shot, hand the camera to someone else.
- You will need to tell the class later WHY you chose this particular shot.

A few things to remember...

- **AUDIO:** This camera will pick up some sound – so if you want to “interview” someone, get them in a quiet place and record them no more than a meter away from the camera. They need to speak up!
- We won't be too concerned about audio today. In fact, it's probably better if you skip it. But for the future: if you plan to make a lot of videos, be sure to use a good EXTERNAL microphone.

...and roll 'em!

- Let's try to take all our shots by (time).