How to tell a compelling story

Learning from Journalists
The six super ingredients for telling compelling stories

• 1. Knowledge
• 2. Know your Target group
• 3. Good topic
• 4. Storytelling method
• 5. Being constructive
• 6. Authentic role model
Knowledge
Knowledge
Target Group
Reach your Target Group
Storytelling

• A great story is of public interest
• A great story has a good dramaturgy
• A great story is told in a simple way
• A great story has a good narrative
Constructive or:
Solution-Orientated Journalism

• Constructive journalism or constructive storytelling does not mean to overlook problems. It is critical, it names problems. But it means that you offer a solution or a possibility to spring into action.

• Constructive journalism, seeks to facilitate a public debate not only around important problems, but also around possible solutions to improve the quality and the tone of public discussions.
Constructive or: Solution-Orientated Journalism

https://www.constructivejournalism.org/

https://constructiveinstitute.org/
My personal opinion

• Be authentic
• Be a role model
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