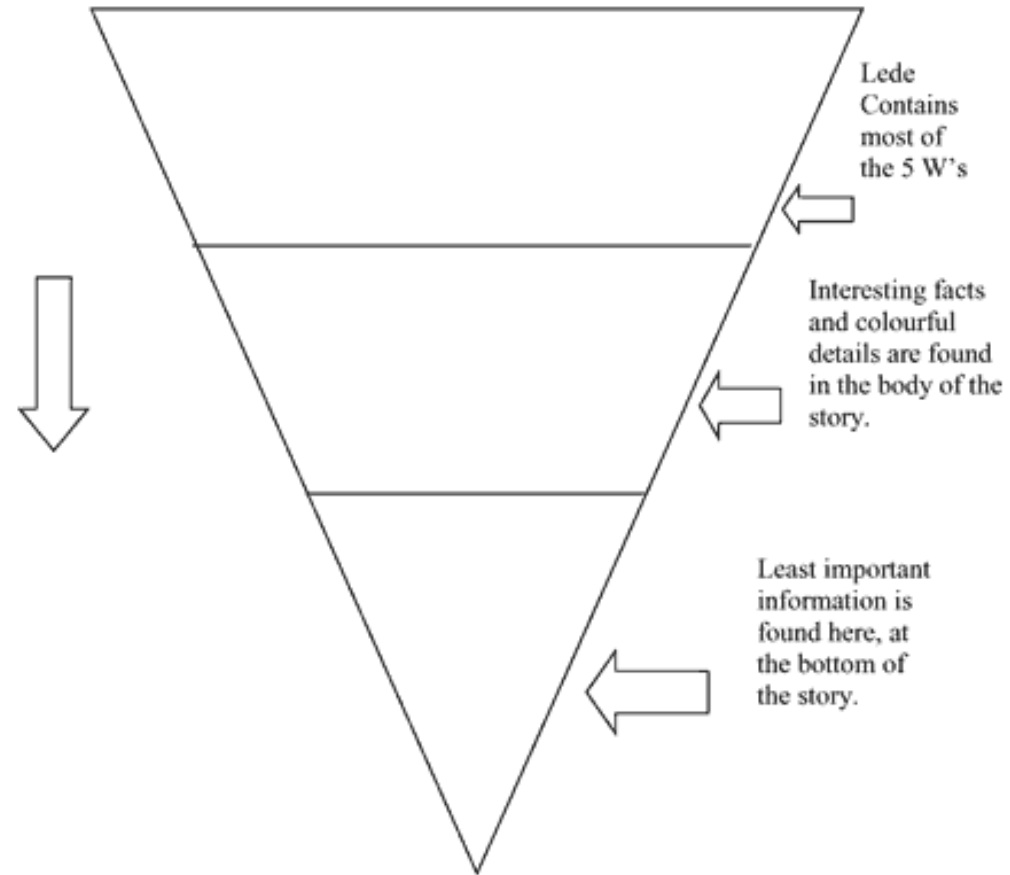


What makes an Engaging Story?

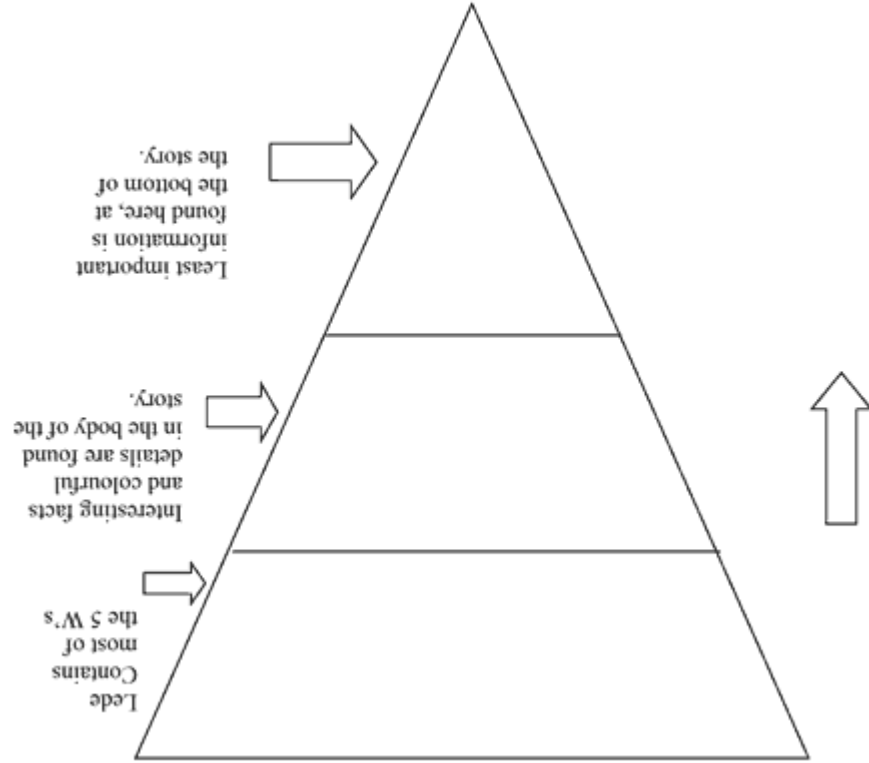
- People
- Problems
- Solutions
- Newsworthy events
- Visuals



Traditional Narratives



Invert the Inverted Pyramid



- Begin your story with an impactful narrative, rich with details
- End your story with the facts that support the need for change

Basic Format for an Engaging Story

- Someone wants something badly
- That person is having difficulty getting it
- The stakes are high = hopes vs. fears



Framing Helps Tell Our Story

- Connect on shared values
- Identify the problem
- Outline the solution
- Call to Action

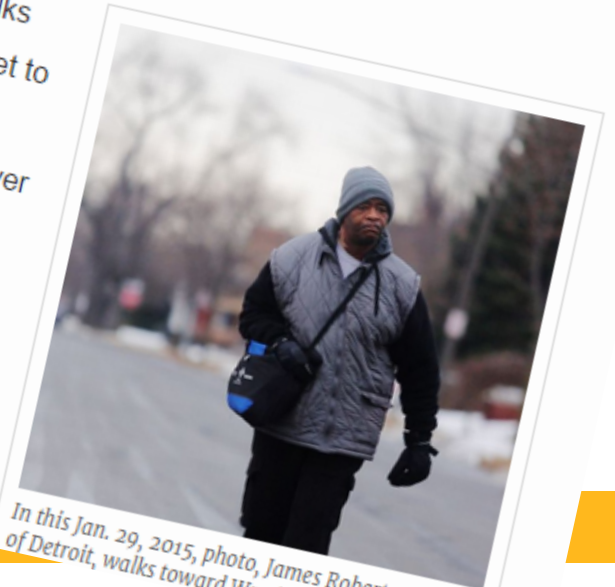
DETROIT, Mich. — UPDATE: James Robertson's long walks to work can be a thing of the past now. The Michigan man has received a 2015 Ford Taurus from a local car dealership. Over \$300,000 has been raised via an online fundraiser started by a college student.

Read the original story below.

Here's a man with a big heart and even more determination.

Each day, James Robertson, 56, walks 21 miles each day round trip just to get to his job. No matter what the weather, Robertson has been hiking it to work ever since his car broke down 10 years ago, he tells the *Detroit Free Press*.

"By the time Friday comes, you're mentally and physically drained," Robertson tells the *Free Press*, saying



In this Jan. 29, 2015, photo, James Robertson, 56, of Detroit, walks toward Woodward Avenue in





From America

How Can You Share a Story?



- Photos
- Newsletter articles
- Social media posts
- Infographics
- Videos
- Press releases
- Nearly anything you can think of



Let's Connect

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