

STORYTELLING FOR THE CIVIC COMMONS

May 2017

BRINK



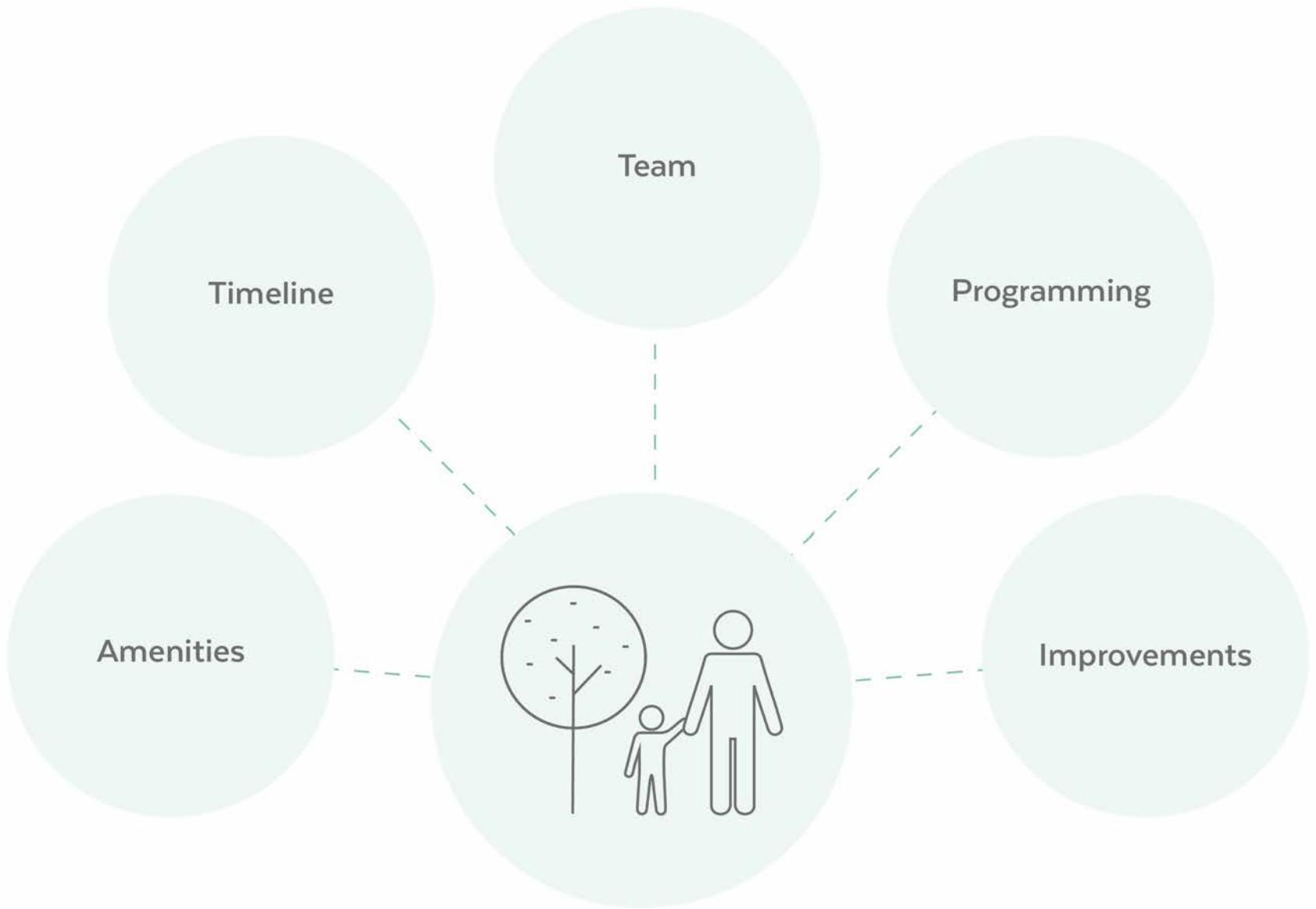
BETTER BLOCK





Parts of a Story





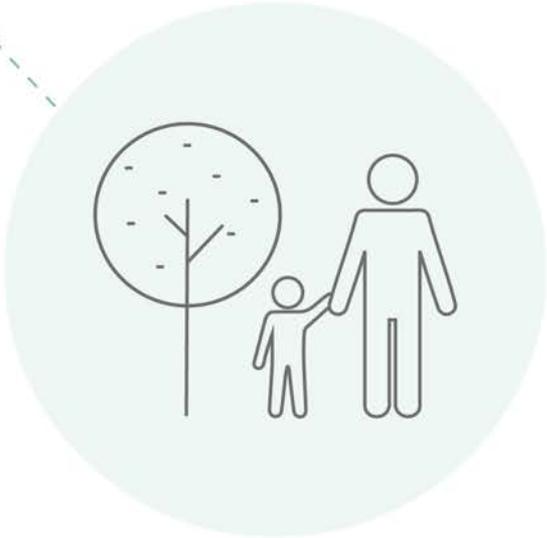
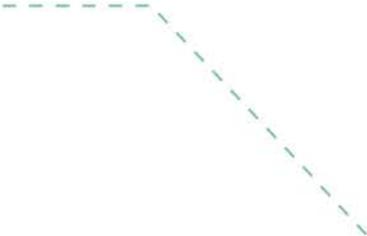
**Your Project
Nuts & Bolts**



Your Project



Big Idea



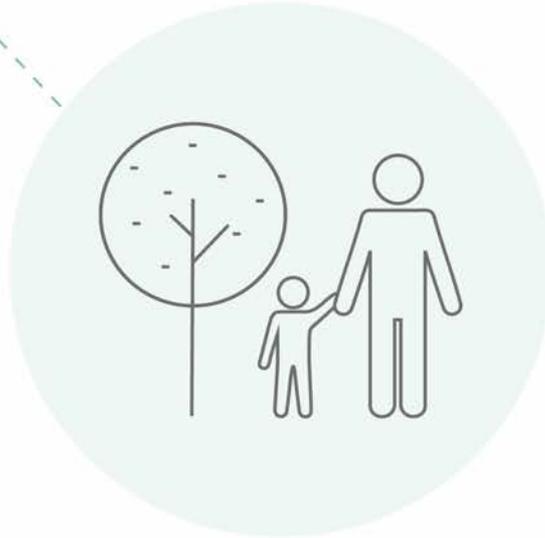
Your Project



Big Idea



Tangible Benefits



Your Project



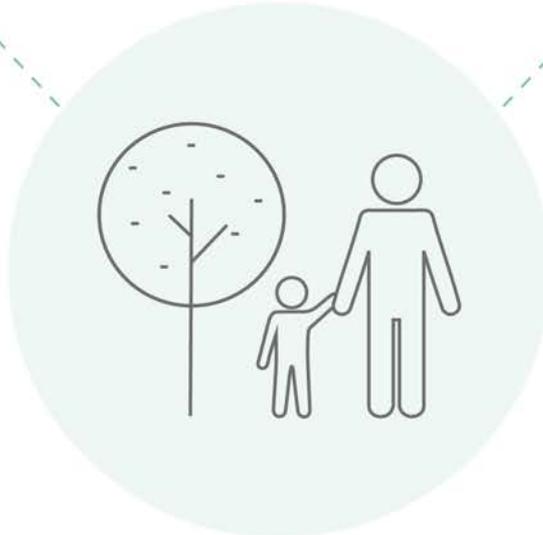
Big Idea



Tangible Benefits



Values



Your Project

STORYTELLING EXERCISE



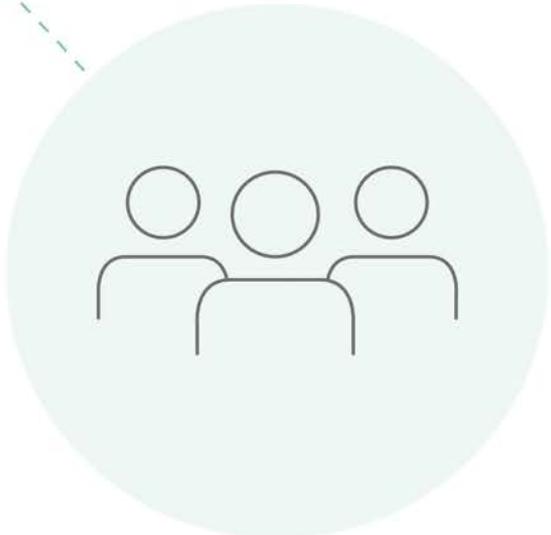
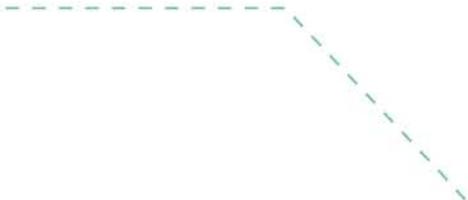
[Willamette Falls Legacy Project](#)



Audiences



Interested Public

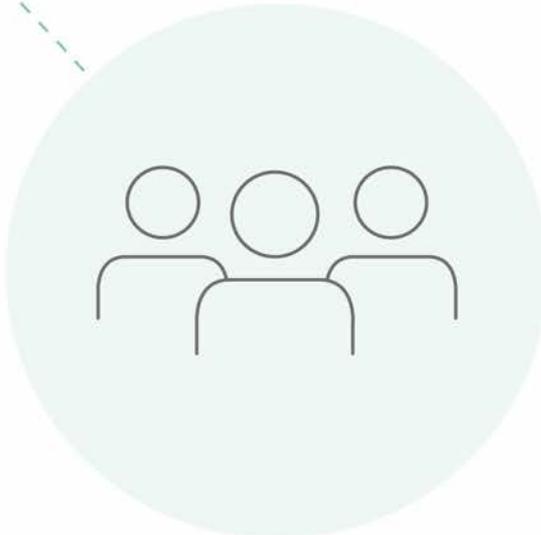


Audiences



Interested Public

Local Leaders



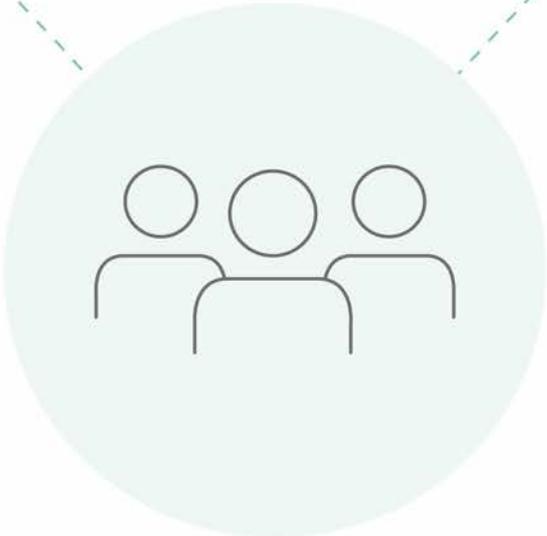
Audiences



Interested Public

Local Leaders

Outside your City



Audiences



Call to Action



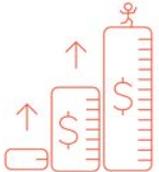
Storytelling Strategies



Outcomes



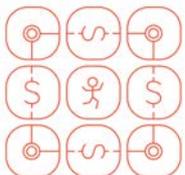
Civic Engagement



Economic Integration



Environmental Sustainability



Value Creation

Use Your News Pegs

- ▶ Metrics
- ▶ Milestones

ADAPT STORIES ACROSS PLATFORMS

Earned Media

- ▶ Facts & outcomes
- ▶ Quotes & interviews = values

Owned Media

- ▶ Spend time on the big idea
- ▶ Opinions & values
- ▶ Visuals

Social

- ▶ Pique their interest for more

Presentations

- ▶ Words & Pictures

Video

- ▶ Emotionally storytelling
- ▶ Voices guide the narrative
- ▶ Use visuals to your advantage



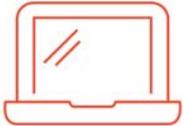
First Step: Get Organized



Get Organized



Edit Calendar



Managing Writers



Fact Check

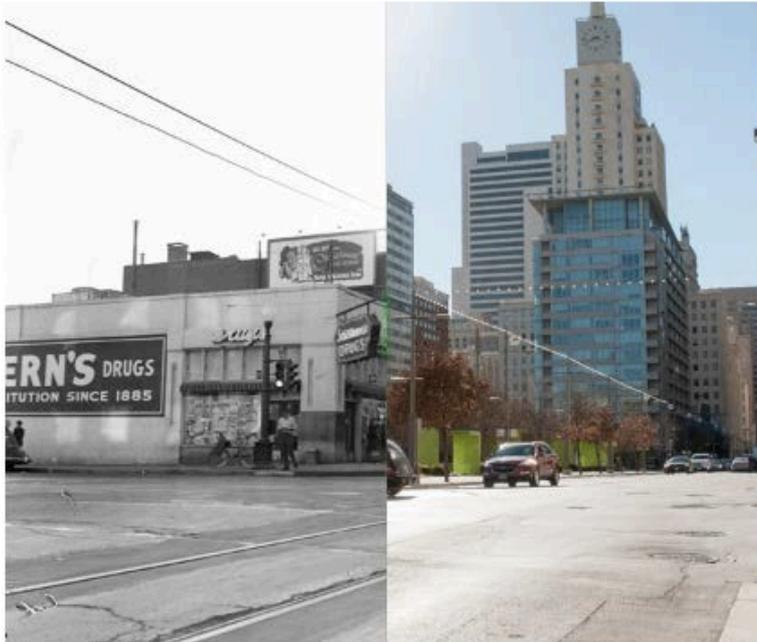
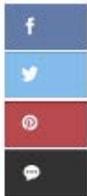


Second Step:
Gather Ever-Green Content



SECOND STEP

BY JASON HEID | PUBLISHED IN FRONTBURNER | FEBRUARY 12, 2015 | 8:00 AM



Show only before

Show only after

BY CATHERINE DOWNES

3. **A Look Inside Plano's Hub Street**
BY BRET REDMAN
4. **Is Priscilla Davis' Story True?**
BY TOM STEPHENSON
5. **Superman Isn't Coming to Save South Oak Cliff**
BY KATHY WISE



SECOND STEP



Dallas Street Stories
Published by Krista Nightengale [?]
Page Liked · April 26, 2016 · Edited ·

You may remember Yasef. He was the first one to tell us his story. When we met him two weeks ago, he was slouched in his chair, and we couldn't get him to smile. He said he had nothing to smile about. We ran into him again this past Saturday. He bounded out of his chair and came over and shook our hands. "I got an apartment!" he said. "It's furnished and has a TV." The veteran said he officially moved last Saturday, and he thanked us for listening to his story. When we asked why he was at Tent City, he said, "I can't forget where I came from." Then he smiled for the photo.
Photo by [Ryan Plesko](#).

Tag Photo Add Location Edit

Like Comment Share

78 Chronological

Write a comment...

[Dallas Street Stories](#)

A story is more than just the words. You have to think through the whole package.

Headline

- ▶ SEO Friendly.
- ▶ Don't get too creative, too cute.
- ▶ Use keyword phrases.

Subhead, if necessary

- ▶ More description of article.

Photos

- ▶ Always use a photo.
- ▶ Get good photos (which can be achieved on a phone, just edit).
- ▶ Get people.

Design

- ▶ Beautiful design can make all the difference.
- ▶ Use templates.
- ▶ Don't be cute.

Video

- ▶ Video can be a great way to grab attention, and it's what Facebook is looking for these days.
- ▶ Again, can be done on the phone.
- ▶ But if you have the budget, use it! Create a great video of your project.

SECOND STEP



The New York Times

11:00

Snow Fall

The Avalanche at Tunnel Creek

By JOHN BRANCH

The snow burst through the trees with no warning but a last-second whoosh of sound, a two-story wall of white and Chris Rudolph's piercing cry: "Avalanche! Elyse!"

The very thing the 16 skiers and snowboarders had sought — fresh, soft snow — instantly became the enemy. Somewhere above, a pristine meadow cracked in the shape of a lightning bolt, slicing a slab nearly 200 feet across and 3 feet deep. Gravity did the rest.

Snow shattered and spilled down the slope. Within seconds, the avalanche was the size of more than a thousand cars barreling down the mountain and weighed millions of pounds. Moving about 70 miles per hour, it crashed through the sturdy old-growth trees, snapping their limbs and shredding bark from their trunks.

The avalanche, in Washington's Cascades in February, slid past some trees and rocks, like ocean swells around a ship's prow. Others it captured and added to its violent load.

Somewhere inside, it also carried people. How many, no one knew.

The slope of the terrain, shaped like a funnel, squeezed the growing swell of churning snow into a steep, twisting gorge. It moved in surges, like a roller coaster on a series of drops and high-banked turns. It accelerated as the slope steepened and the weight of the slide pushed from behind. It slithered through shallower pitches. The energy raised the temperature of the snow a couple of degrees, and the friction carved striations high in the icy sides of the canyon walls.

[Snow Fall](#)



Fourth Step: Share



Social Platforms to Share Across

- ▶ Blog
- ▶ Facebook
- ▶ Twitter
- ▶ Instagram
- ▶ Medium
- ▶ Reddit



Fifth Step: Good Examples



Good Examples

▶ **National**

- You don't have to use all the words to tell a great story: [After the Sky Fell](#)

AKRON BEACON JOURNAL

Towpath to the future of Akron

Four national foundations want to see cities “reimagining the civic commons.” On Thursday, they selected Akron, along with Chicago, Detroit and Memphis, as early prototypes, and it is not hard to see why Akron made the list. Consider part of the description of the concept in announcing the \$5 million grants to each city, the foundations looking to invest in “coordinated programming, design and technology that create connected and environmentally sustainable public spaces.”

THE COMMERCIAL APPEAL

Visitors slip, slide on city's first riverfront ice rink



Xavier and Jadda Powell were driving across the Interstate 40 bridge into Memphis Saturday from Pine Bluff, Ark. for a "daddy daughter day" in the city when the eagle-eyed 6-year-old spotted a skating rink on the riverfront. The pair decided to stop by an investigate, each donning ice skates and stepping onto the Fourth Bluff Ice Rink on its opening day.

THE HILL



Can a new town square bridge an electoral divide?

By Carol Coletta

America has become a politically divided and fractured country. That's especially clear now, after the Presidential election, but the divisions were apparent long before. In 2015, the Pew Research Center found that Americans were growing ever more ideologically polarized. In October 2016, Pew found increasing skepticism that either party's candidate could heal those divisions. Social circles are polarizing, too: nearly two-thirds of consistent conservatives and about half of consistent liberals report that most of their close friends share their political views.



Sixth Step: Get it Published



Get it Published

- ▶ **Form a relationship with journalists**
 - Email them directly and use their names. Don't send mass emails.
- ▶ **Tag them in social media**
- ▶ **If you don't know them, send DM on Twitter**
- ▶ **Get to know their deadlines**
- ▶ **Know what they cover; reach out to the appropriate person**
- ▶ **If they reach out to you, respond**
- ▶ **Package the story**