

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

Internationale Ziele

Die Agenda 2030 für nachhaltige Entwicklung



Netzwerk
Weitblick

Verband Journalismus & Nachhaltigkeit e.V.



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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