



Storytelling

It's not just for children.

APA



We are bad at telling stories.

Solution:

Formal training as storytellers.







MEDIA

INTERNET

RADIO

MAGAZINES

TELEVISION

NEWSPAPERS



**AUG
2015**

MOBILE CONNECTIONS vs. PEOPLE

ACTIVE MOBILE
SUBSCRIPTIONS



**7.529
BILLION**

TOTAL WORLD
POPULATION



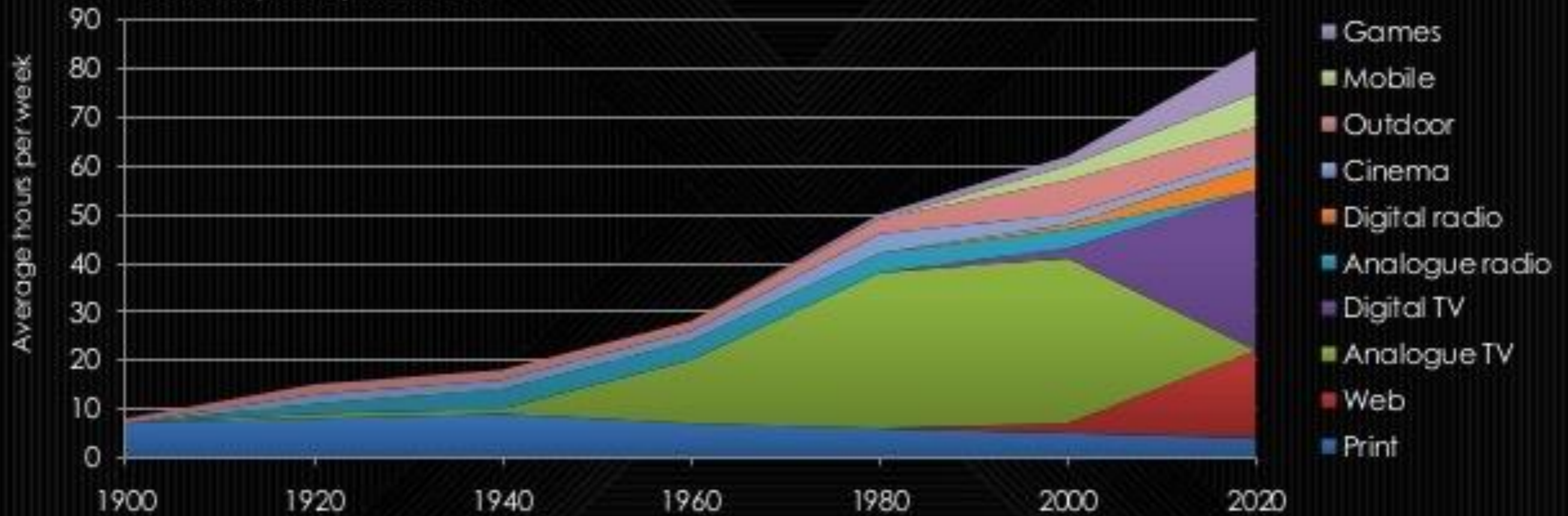
**7.357
BILLION**



we
are
social

All media will be 'digital'

Global media consumption per week

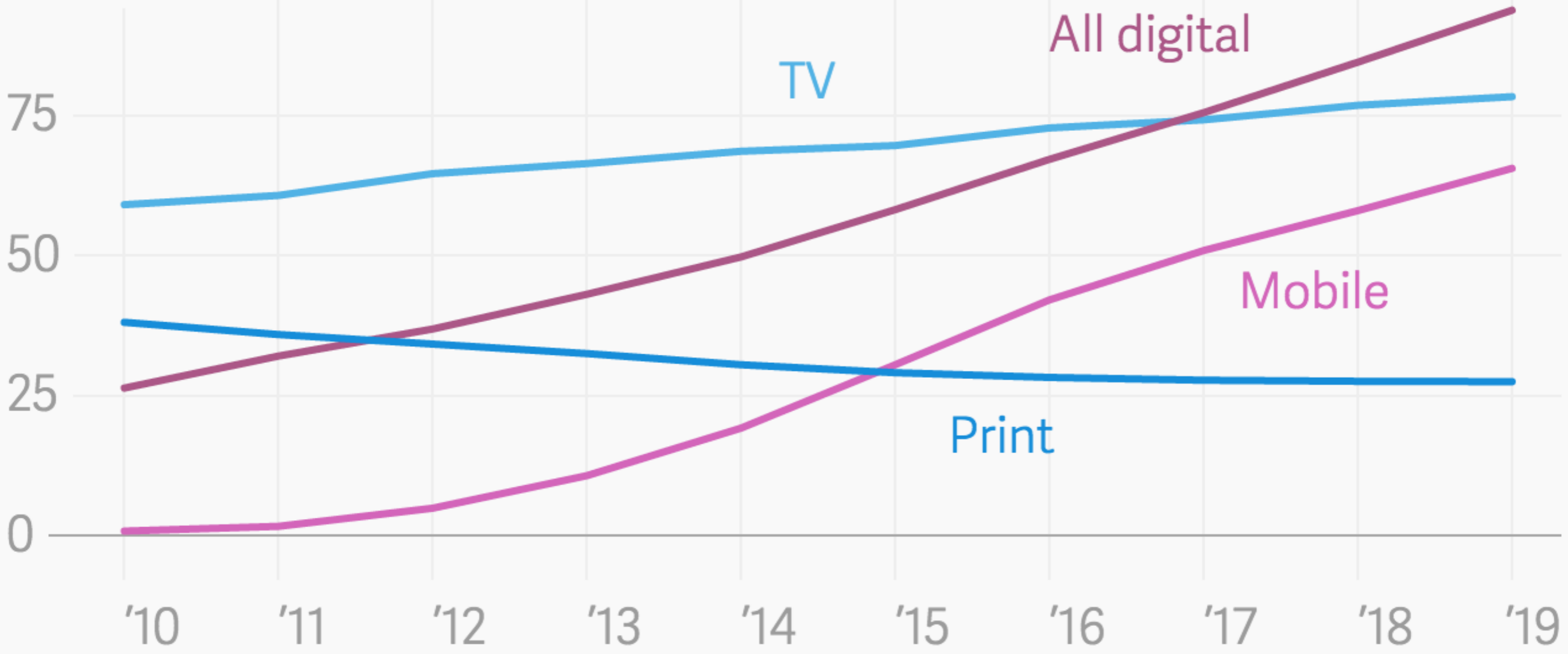


Source: Carat/World Media Trends Report 2008



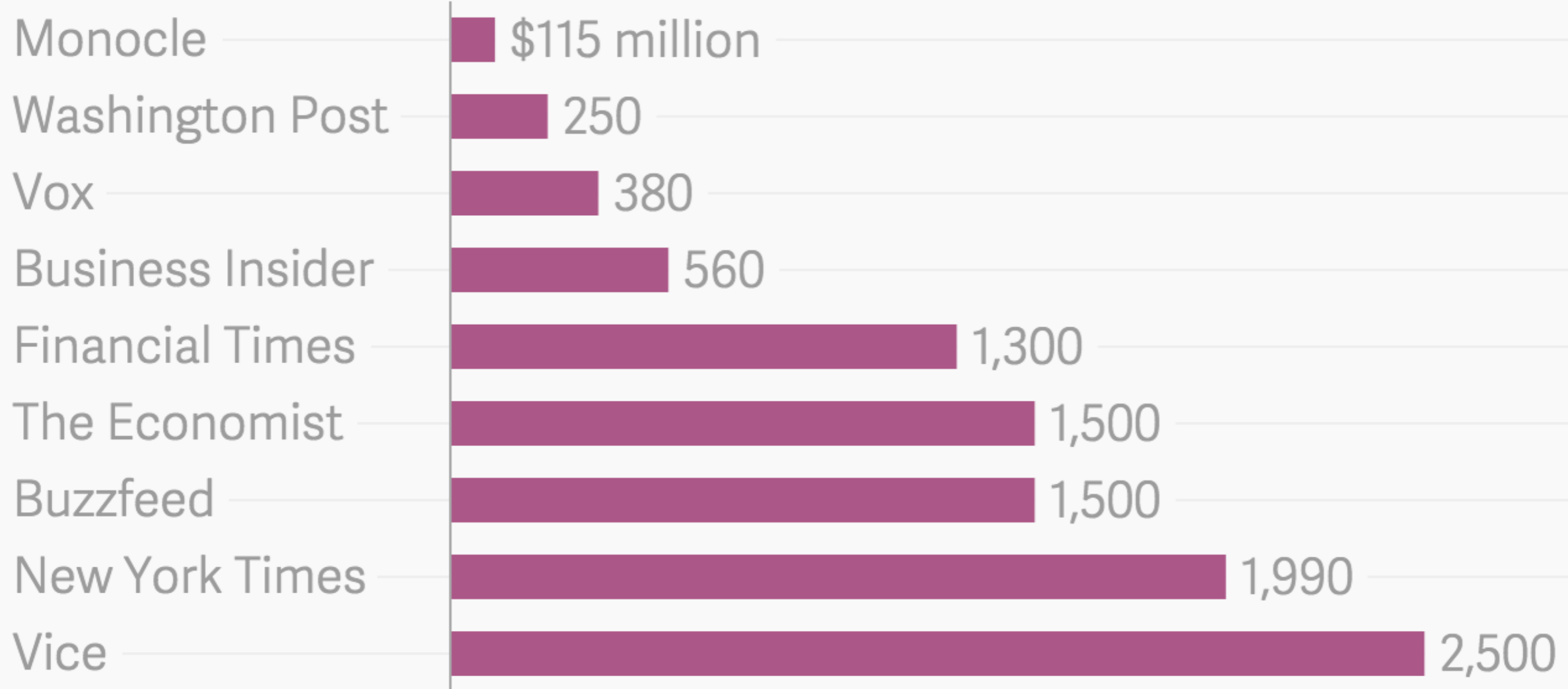
US ad spending forecast

\$100 billion



Media company valuations

Valuation



more and more people
are consuming
more and more stories

NATIONAL POST

THE CANADIAN PRESS 



MACLEAN'S 

TORONTO STAR



THE GLOBE AND MAIL 

the Atlantic

Slate

CBCnews



OTTAWA CITIZEN



ROADS n p r & KINGDOMS



REUTERS



THE WALRUS

BBC

THE HUFFINGTON POST

Never stop learning
tvo

VICE



MONGABAY

vocativ



Deutsche Welle

INP

Foreign Policy

The Boston Globe

ALJAZEERA

QUARTZ

The Dallas Morning News

NewScientist

STAT

OPENCANADA.ORG

theguardian

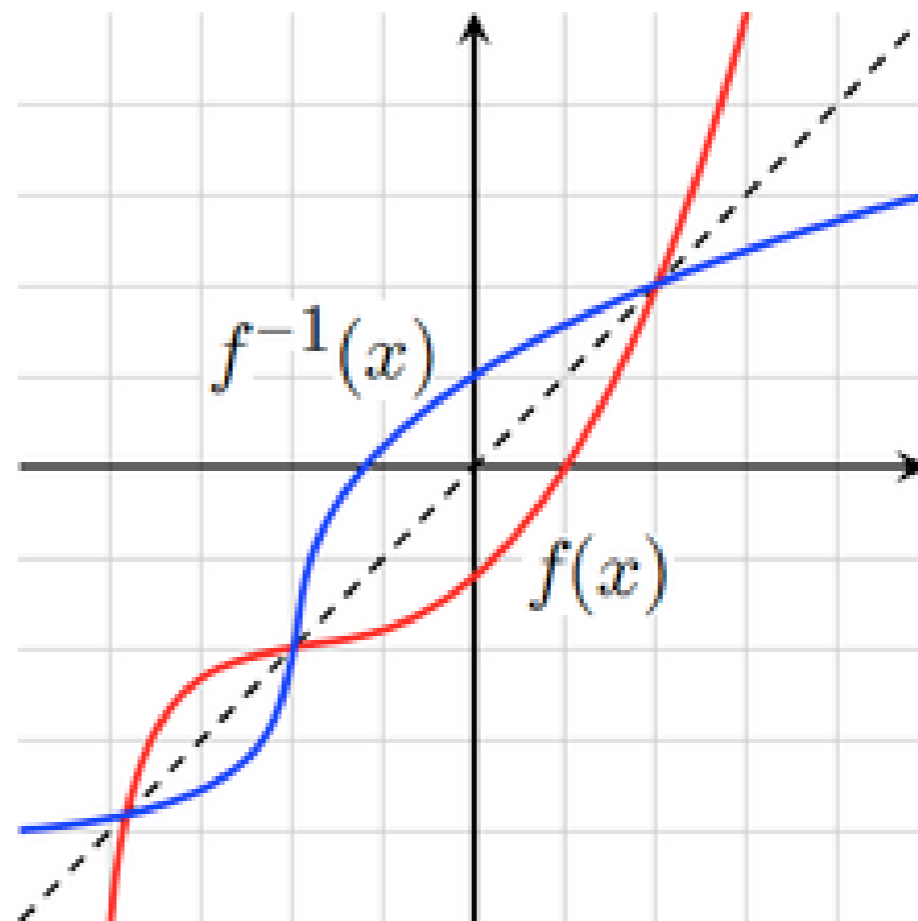
Smart audiences
seek out **smart** stories.



There are **more ways** to
tell stories than ever before.

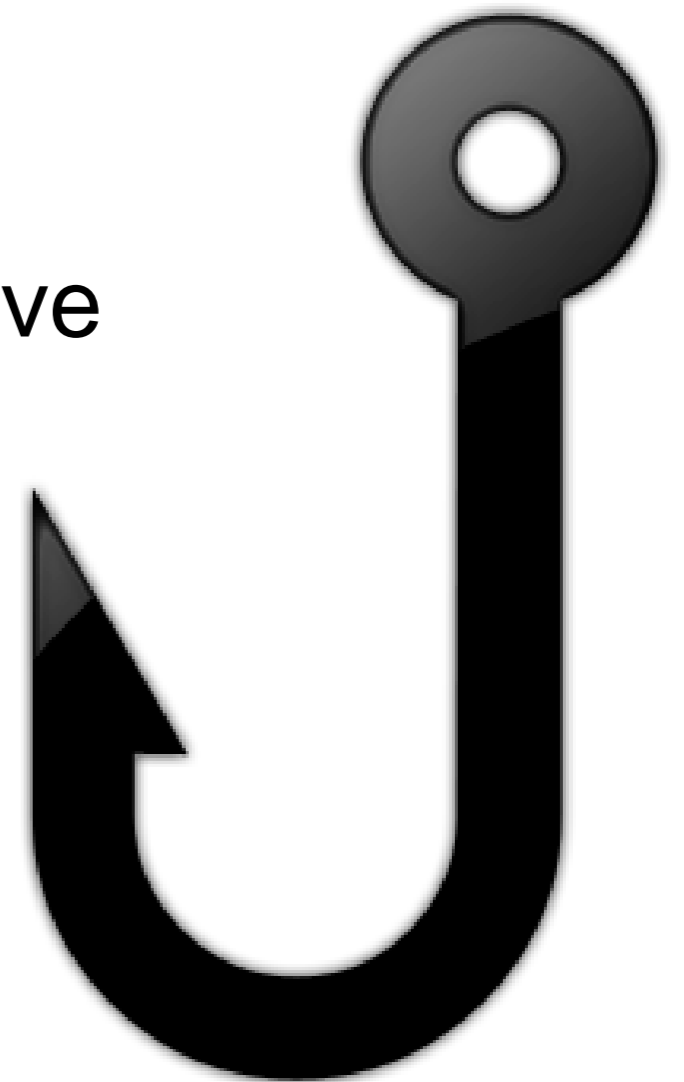
What Makes a Story?

- People
- Stuff happens



What Makes News?

- Timely
- Important OR weird OR counterintuitive
- Tension / debate
- Access
- Underreported



News = Story + Hook

- Stuff happens...
- ...to people
- Timely
- Important OR weird OR counterintuitive
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Naloxone Fail

Dr. Del Dorscheid recently had what he calls a "tragic" week in the intensive care unit at St. Paul's Hospital. Situated in the epicentre of Vancouver's fentanyl crisis, the unit is often overflowing with patients who stopped breathing after overdosing on fentanyl.

Many are brain damaged even though their friends had given them naloxone. BC's "take home naloxone" program hands out the antidote widely, **but the program is missing** what a growing number of scientists say is a key part of saving an overdosed patient: CPR. "Fentanyl is highly potent—you may not get any recovery from naloxone," Dorscheid told VICE.

Unlike in BC, many municipalities in Ontario have followed Toronto Public Health's approach, which is to **teach lifesaving CPR in case naloxone fails.**

Defib Drones

Marsha Hawthorne waited 32 minutes for an ambulance to arrive after her husband, Curtis, **went into cardiac arrest** one night six years ago after putting their two kids to bed. "When I was on the phone with 911, all I could think was, 'Every second, I'm losing him'" Hawthorne said.

When a heart stops beating, a defibrillator shock needs to be applied within minutes. **But for many Canadians, fire trucks and ambulances can't get to the scene fast enough.** On average, **only 10 per cent** of people who suffer cardiac arrest outside of hospital survive

But scientists have determined that strategically-placed **drones carrying defibrillators could beat ambulances** to the scene by many minutes and, in some cases, cut response times in half. That could **triple survival rates** – and one municipality just bought a test drone.

Kid Suicide

At the age of 15, **Laurissa Rose Degraw** attempted to take her own life for the first time. Over the next five years, **she tried four more times. She died last year.**

5,800 Canadian children and youth have died by suicide during the past 13 years across Canada — **some as young as 8 years old**, according to data compiled by a Toronto Star investigation from coroners' offices in all provinces and territories.

One factor is **bullying** intensified on **social media** and brought into the national spotlight after the suicides of 15-year-olds [Amanda Todd](#), [Jamie Hubley](#) and Todd Loik, as well as [Rehtaeh Parsons](#), 17.

Jamie died by suicide after being constantly teased for being openly gay. Jamie's father is still struggling to understand how it happened. "Why are (kids) coming to that conclusion?" asks Allan. "What's going on that kids are deciding that the best way to deal with this is to end their lives?"

Pitch Time!

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- ...to people
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@BlairBigham

www.blairbigham.com