Storytelling

It’s not just for children.
We are bad at telling stories.
Solution:

Formal training as storytellers.
MOBILE CONNECTIONS vs. PEOPLE

ACTIVE MOBILE SUBSCRIPTIONS

7.529 BILLION

TOTAL WORLD POPULATION

7.357 BILLION

Sources: GSMA Intelligence, Worldometers
All media will be ‘digital’

Global media consumption per week

Source: Carat/World Media Trends Report 2008
Media company valuations

- Monocle: $115 million
- Washington Post: 250
- Vox: 380
- Business Insider: 560
- Financial Times: 1,300
- The Economist: 1,500
- Buzzfeed: 1,500
- New York Times: 1,990
- Vice: 2,500
more and more people are consuming more and more stories
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
• Tension / debate
• Access
• Underreported
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.
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!

- Stuff happens…
- …to people
- Timely
- Important OR weird OR counterintuitive
- Tension / debate
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- Underreported
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