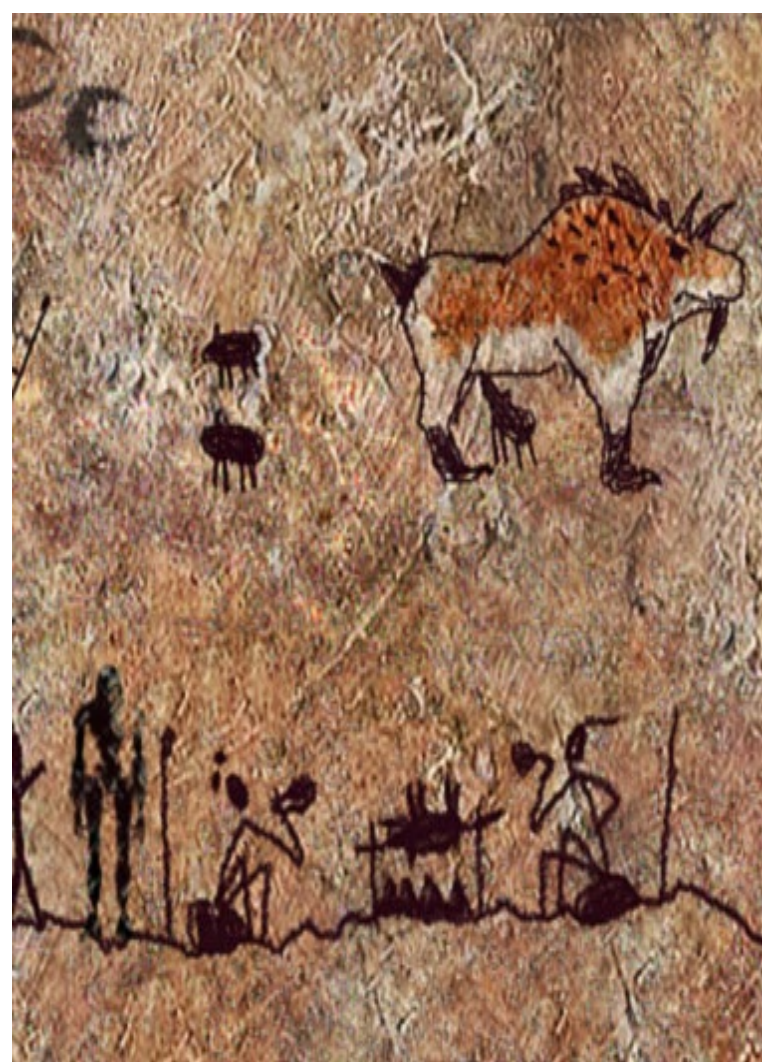


COMPELLING STORYTELLING

The Art of Effective Communication





SUN EXCLUSIVE
**DINGO
BABY
MOTHER
TELL**



DINGO baby mother
Chamberlain who
Ayers Rack this
for the resumed





A portrait of Sir Richard Branson, an older man with grey hair and a beard, wearing a white shirt. He is resting his chin on his clasped hands, which are adorned with a gold ring. The background is dark and out of focus.

“I have always loved stories. Entrepreneurs who make a difference are, in effect, professional storytellers.”

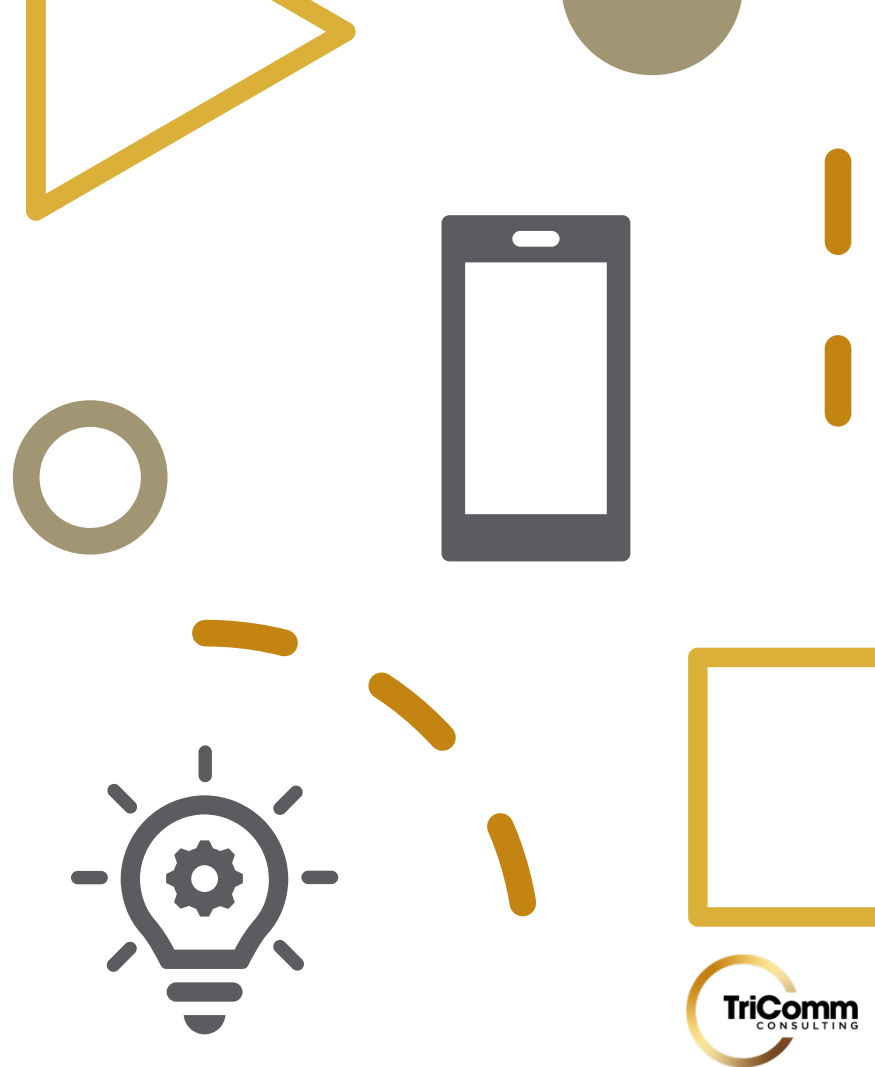
Sir Richard Branson

Storytelling

- The vivid description of ideas, beliefs, events and personal experiences
- Raise awareness, understanding and engagement

Compelling

- To capture attention and hold interest
- Influence opinion and behaviour



Dr Martin Luther King – 1963



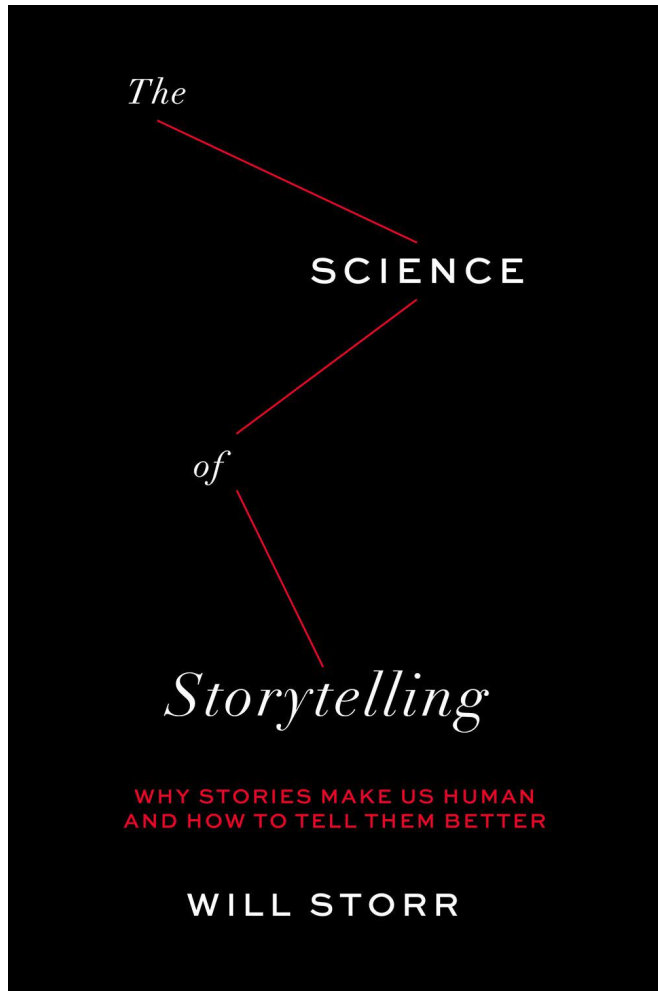
What We'll Cover

The science of storytelling

News media and marketing insights

Story development steps

From story telling to compelling



“Stories work on multiple evolved systems in the brain and a skilled storyteller activates these networks like the conductor of an orchestra.”

Storr, W. (2020). *The Science of Storytelling*. ABRAMS.



The Chemical Effects of Storytelling



Endorphins make
us feel happy and
peaceful



Cortisol captures
and focuses our
attention



Dopamine holds
our interest so we
remember



Oxytocin
helps us connect
with others

Endorphins



Cortisol



**EXCLUSIVE: LAB RESULTS SHOW TOXIC COCKTAIL
OF CHEMICALS IN VAPES MARKETING TO KIDS**

POISONED PUFF

James Hall

A lab analysis of "lolly" flavoured vapes widely sold in Queensland has revealed the devices are filled with a toxic cocktail of chemicals including arsenic, formaldehyde and lead.

The tests were ordered in a special inquiry by Premier Anastacia Palaszczuk after she

raised alarm at the availability and popularity of vapes in flavours like strawberry or watermelon which appeal to children.

The Courier-Mail can reveal the shocking results, contained in a report to the state government, show smokers are inhaling heavy metals such as arsenic, zinc and disturbingly high levels of nicotine. **Report P4**

Juvie system's 'a joke'

Murdered teen's dad slams Premier's reshuffle in push for tougher youth crime laws



Bus stop key to Daniel puzzle

Police, SES step up hunt for missing Coast teen

By JANE BUNCE
jane@scnews.com.au

MISSING Palmwoods boy Daniel Morcombe should have received his report card yesterday. Instead, police mounted a massive land and air search amid fears the teenager may have been abducted.

Fears for Daniel escalated yesterday when it was revealed he had been seen with an unidentified man at a bus stop under the Kiel Mountain overpass at 2.10pm on Sunday.

He was waiting for a bus to Sunshine Plaza to get a haircut.

Police said the bus scheduled for 1.30pm did not arrive until 2.10pm because of a breakdown and Daniel may have been waiting at the bus stop for more than half an hour.

The bus driver saw a boy matching Daniel's description waiting at a bus stop on Nambour Connection

Road but did not stop because the bus was running late.

The driver rallied a bus a few minutes behind to ask him to pick up the boy and the man, who was about three metres away from the boy.

But by the time the second bus past, the two had vanished.

Yesterday, Daniel's teacher and friends described him as a friendly and happy teenager.

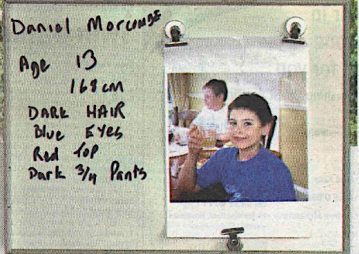
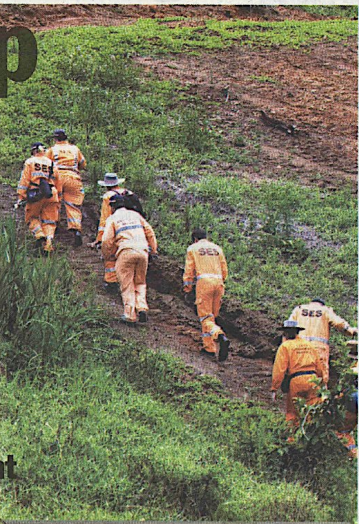
They said it would be totally out of character for him to run away.

Ryan Devlin, a friend since they met at school two years ago, said he was shocked by Daniel's disappearance.

He said Daniel would never have considered running away from home.

He said Daniel would never have considered running away from home. **Continued Page 2**

■ Anyone who may have seen Daniel, particularly while he was at the bus stop, should call CrimeStoppers on 1800 333000



SEARCH: The SES information board in the makeshift headquarters near Woombey yesterday, and, top, the search for Daniel goes on.



What's a Shark caddie worth?

GREG Norman's work experiences caddie will not receive payment for his work throughout the Australian PGA Championship at Hyatt Regency Coolom this week.

The Shark has decided former world number one tennis player Lleyton Hewitt makes enough out of his own sport that the usual caddie payment from Norman's winnings will go to his regular bagman, American Tony Navarro.

Navarro, who has also made the trip to the Sunshine Coast, is helping his boss prepare for the tournament.

"If he needs money, he's in bad way," a relaxed Norman said of Hewitt, whose career earnings are more than \$1.7 million.

Navarro will again be Norman's caddie in the pro-am today where the two-time British Open champion will play alongside Hewitt for the third straight day, as well as representatives from event sponsors Hyatt and Toyota.

Hewitt's first time carrying Norman's bag will be in the first round tomorrow - which will add to the worldwide interest in the \$1 million tournament.

Continued Page 2



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Dopamine



Tears of joy as little wonder heads home



Courageous smile: Sophie and dad Ron yesterday after Sophie was pushed through a line of nurses formed by staff at the Westmead Children's Hospital

Picture: Scott Hudson

Barclay Crawford

Clear as crystal the first one very said it was the second

Rosie Batty – 2014









DINGO
BAPV

THE
M
WEDNESDAY, MAY 18, 2006



Three r
from lo

ACCIDENTAL CELEBRITY

out family

Heartbreak

THE
GREAT



...of
...change
...sue it
...everybody
...ance"
...to anyone
...doesn't matter
...house is or how
...not would eventually
...then wonder who and a
...to himself and others.
...from home and pregnant
...sue it for a conventional
...would trust for a conventional
...parent in a conventional
...family. But he had always
...loved children, she said, and
...growing up



News Values

Newsworthiness essentials:

- Timeliness (new or newly available)
- Clarity (understood)
- Interest (compelling to many people)



Increase newsworthiness:

- Consequence (importance, impact)
- Proximity (nearness)
- Conflict (disagreement)
- Human interest (feature people)
- Novelty (unusual, bizarre, rare)
- Prominence (about prominent people)

Masterton, M. (1992). A new approach to what makes news news. *Australian Journalism Review*, 14(1), 21-26.

Beaconsfield Mine Rescue – 2006



Engagement Framework



Think

What do we want the audience to learn or know after being presented with this information?



Feel

What emotion or response do we want to evoke with our communication?



Do

What specific action do we want the audience to take?







AIDS.
Prevention is the only cure we've got.

Story Development Steps

Purpose –

Why you're communicating

Audience –

Who you're appealing to

Message –

What you want them to understand and remember

Means –

How you'll tell your story

Purpose

- Implement a workplace change
- Raise the centre's profile within the community
- Increase client awareness of the breadth of services

Audience



Employees



Clients



Government



Industry



Community

Message

Consider:

- Pitch (headline)
- Supporting information

Means

Consider:

- Timing
- Channel

Structure

Tone

Language

The Office



From Telling to Compelling

New and/or unexpected

Audience-relevant

People-centred

Cause and effect

Visual elements



Strengthen Your Skills

Start small

Seek feedback

Monitor the response

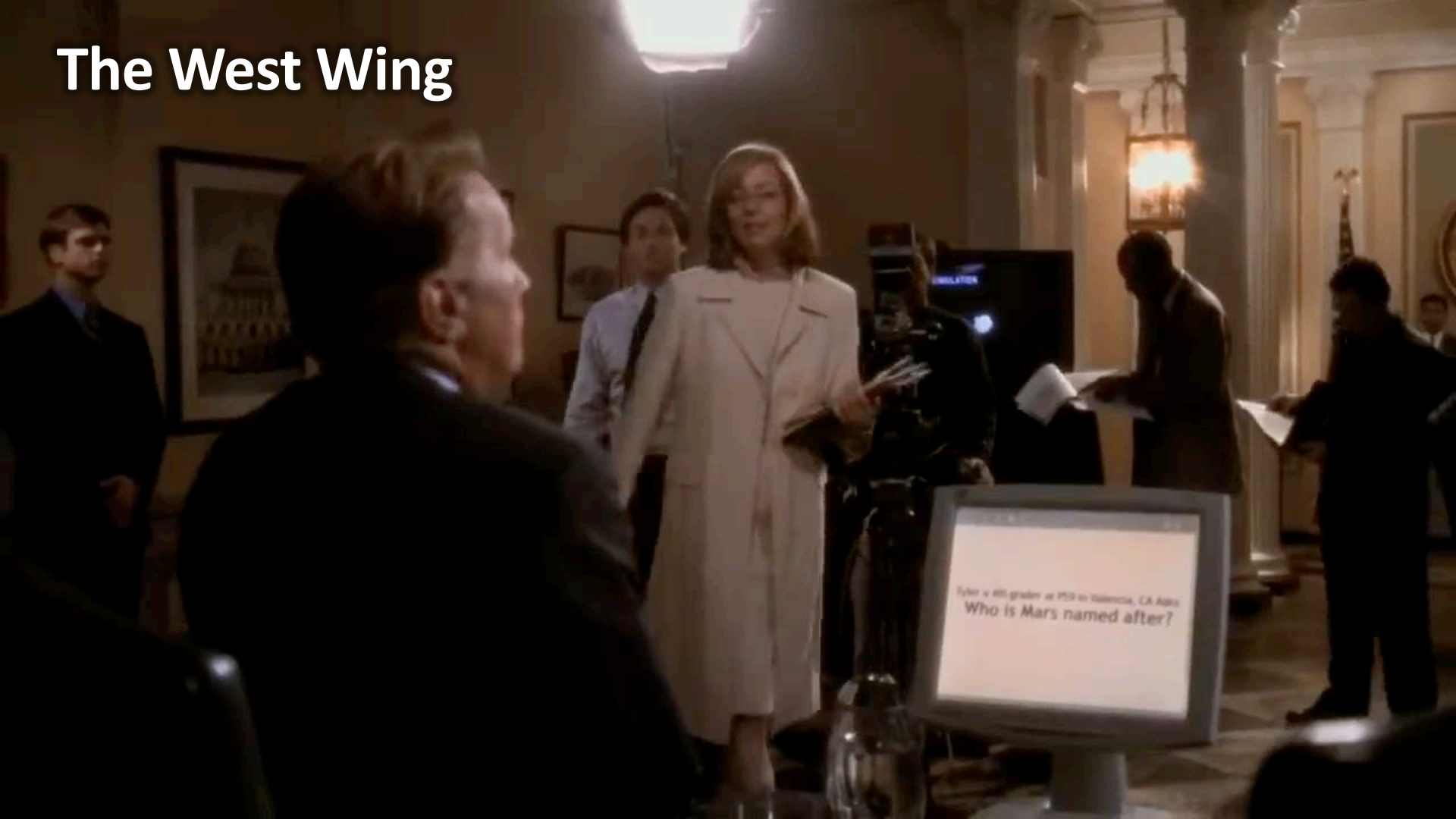
Observe great storytellers

Practice, practice, practice

A close-up photograph of a hand holding a small, rectangular, cream-colored card. The card has the text "THE POWER OF STORYTELLING" printed in a bold, black, sans-serif font, arranged in three lines. The background is a blurred image of a person in a white lab coat, suggesting a medical or professional setting.

**THE POWER
OF
STORYTELLING**

The West Wing



Questions





10Cs of Effective Communication

A checklist for informing and engaging audiences and stakeholders

When applying the 10Cs ensure you:

- ✓ Understand your audience
- ✓ Create multimedia content
- ✓ Use appropriate channels

Clear

Information is easy to understand

Tip: Avoid jargon

Concise

The main message or point is made quickly

Tip: Keep it brief

Convenient

Information is timely and easily accessible

Tip: Plan ahead

Credible

Information is correct and comes from trusted sources

Tip: Fact check

Compelling

Content captures attention and holds interest

Tip: What's new?

Consistent

Messages are aligned and reliably delivered

Tip: Reinforce regularly

Customised

Content and methods reflect audience needs

Tip: Think tailor-made

Complete

Details are included so audiences can engage

Tip: Be specific

Considerate

The tone and language demonstrate courtesy and respect

Tip: Appreciate others

Collaborative

People listen and share knowledge openly

Tip: Find common ground

Thank you!