

Civic Storytelling:

How to Create Real World Connection in a Digital Age



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Tips

INTERVIEWS

- Listen
- Think "conversation" not "interview"
- Use the free Otter app to transcribe
- Do a little bit of research
- Dig for details

QUESTIONS

- Why the name?
- What do you love most about what you do?
- What do you love about where you live?
- What's the greatest challenge you've had to overcome?

PHOTOS

- Human faces
- Find great light
- Take more photos than you think you need
- Try to tell the story with the environment, pose or prop

WRITING

- Creative editing
- Strong lede & close
- Read aloud before posting
- Organize by theme or timeline
- Be as clear as possible: what can be combined or taken out?

