

It takes time and practice to tell a great story
But it's totally worth it

Just ask her:



So what does it take to tell a good story?
 Thecasesolutions.com
I'm glad you asked ...

They all tell a
 Thecasesolutions.com
STORY

If you guessed **women, you're correct!**

Because Old Spice knows that women tend to buy colognes for their boyfriends, husbands, etc.


Stratcomm (A): Jess B.
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What do this story and this commercial have in common?

Letting Go of Dakota
 By Lane Degregory
http://www.sptimes.com/2006/03/19/Floridian/Letting_go_of_Dakota.shtml

Thecasesolutions.com
How about this press release and this photograph?

WVU physicians care for West Virginians through 21st century house calls
<http://wvutoday.wvu.edu/in/2012/01/11/its-the-right-thing-to-do-wvu-physicians-care-for-west-virginians-through-21st-century-house-calls>



These are all things we will learn in this class
this semester!

Journalists
- Have a wide and varied audience (and it's often difficult to figure out who that audience is)

Communication Strategists
- Have a specific audience (often one they know who or have chosen)

Who is the audience for this commercial?



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Good storytellers know how to

- Talk to strangers
- Ask the hard questions
- Observe
- Organize information
- Find interesting details
- Make quick, informed decisions
- Research

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Whether we are ...

- Creating an ad for Gatorade
- Writing a story about the movie theater shooting
- Shooting a WVU football game
- Trying to get the public to donate blood

... we are telling our audience a story

Journalists
- Tell the truth

Communication Strategists
- Tell the best truth possible



Journalists
- Strive to be fair and balanced

Communication Strategists
- Have an agenda

But before we talk more about our similarities as media writers, let's acknowledge our differences

All media writing strives to answer these six questions:

- Who
- What
- Where
- When
- Why
- How

But ...

So if you ever get frustrated with this class and the assignments and all of the time it takes out of your life

Remember ...

Journalists
- Answer to their readers

Communication Strategists
- Answer to their companies, clients and consumers

Despite our differences media writers all have to begin in the same place

**Stratcomm
(A): Jess B.**

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