

COMMUNICATIONS COUNCIL MEDIA UNIVERSITY
AMU 401: NARRATIVE STORYTELLING IN THE DIGITAL AGE
MODULE ONE: FINDING THE HUMAN HOOK IN YOUR ORGANIZATION’S STORY

Additional Course Resources

I. Examples

Links in this section were referenced throughout the presentation slides.

What It’s Like to Be the Only Woman in the Fracking Fields, by The Washington Post:

<http://www.washingtonpost.com/news/storyline/wp/2015/01/20/what-its-like-to-be-the-only-woman-in-the-fracking-fields/>

How the Marcellus Shale is Boosting a County in Pennsylvania, by American Petroleum Institute with National Journal: <http://www.nationaljournal.com/sponsored-content/api/energy-tomorrow>

Finding Home, by the Century Foundation: <http://apps.tcf.org/finding-home>

Treating Chronic Illness with Cough Syrup: Life in the Coverage Gap, by The Washington Post:

<http://www.washingtonpost.com/news/storyline/wp/2015/01/09/treating-chronic-illness-with-cough-syrup-life-in-the-coverage-gap/>

Real Stories: Chrisje and Thomas, by Feeding America (video):

<https://www.youtube.com/watch?v=92u5BDd6ND0>

White House “Get Covered” Instagram graphic: <http://instagram.com/p/yaDBcjQinf/?modal=true>

Meet Shui, by Splash: <http://splash.org/shui>

AMA Foundation Assists Dedicated Surgeon-to-Be, by the American Medical Association: <http://www.ama-assn.org/ama/pub/about-ama/ama-foundation/recipient-stories/catalina-soto.page?>

REALTORS Help Sellers Get More Bang for the Buck, by National Association of Realtors:

<http://www.realtor.org/for-the-media/real-estate-story-ideas/realtors-help-sellers-get-more-bang-for-the-buck>

II. Further Reading

Links in this section provide alternate perspectives, additional data and information that complement our presented material.

WonkComms Blog: <http://wonkcomms.net>

The French Fry Connection, by The Oregonian:

http://www.oregonlive.com/editors/index.ssf/2013/04/the_french_fry_connection.html

This Pulitzer Prize-winning story from 1998 is a terrific example of pulling together distinct human narratives around a policy issue (the late 90's economic crisis in Asia)—and the device that cleverly holds the story together is a humble French fry

Women Inmates: Why the Male Model Doesn't Work, by Netflix/The New York Times (sponsored):

<http://paidpost.nytimes.com/netflix/women-inmates-separate-but-not-equal.html>

This web-based multimedia story was the product of a collaboration meant to promote the new season of *Orange is the New Black* on Netflix—but it's also a great example of weaving human stories into research and policy data through a variety of formats