COMMUNICATIONS COUNCIL MEDIA UNIVERSITY
AMU 401: NARRATIVE STORYTELLING IN THE DIGITAL AGE
MODULE TWO: ELEMENTS OF A COMPELLING NARRATIVE

Additional Course Resources

I. Examples

Links in this section were referenced throughout the presentation slides.

"Archenemies" ad, created by McDonalds: https://www.youtube.com/watch?v=mBQInTqF2HM

"Brad Ashford's Kindness Campaign," by Nora Caplan-Bricker, National Journal:
http://www.nationaljournal.com/magazine/brad-ashford-s-kindness-campaign-20150123

"1 in 3 Women" campaign, created by WaterAid: http://www.youtube.com/watch?v=S2HXxP7LyJg

"Amazing Things" campaign, created by New York-Presbyterian Hospital:
http://nyp.org/amazingthings/evan.html

"America's First Informers" plug, created by the National Association of Broadcasters:
http://www.nab.org/resources/

II. Further Reading

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

Wired for Story, by Lisa Cron: http://www.amazon.com/Wired-Story-Writers-Science-Sentence/dp/1607742454

Storycraft: The Complete Guide to Narrative Nonfiction, by Jack Hart:
http://www.amazon.com/Storycraft-Complete-Narrative-Nonfiction-Publishing/dp/0226318168

How to find details that make a powerful story, by Butch Ward, Poynter Institute:
http://www.poynter.org/how-tos/writing/312807/how-to-find-details-that-make-a-powerful-story/