

Stories are powerful because they invite empathy and understanding

- This means that the two most important “Ws” of narrative journalism is the “Who” and the “Why”—a good story needs to be character-driven and show why an individual acts as s/he does.

Use the power of stories to bring about change

- Rather than just telling a compelling story of a person, use investigative tools and personal profiles to carry a message of human interest. Like this, a story is not only engaging but also carries impact!

Be careful of the negative sides of storytelling

- Stick to the facts and make sure that you are aware of the risks of manipulation and sensationalism.
- Check everything you or your characters say twice to make sure that nothing can be interpreted to be biased or



**Story
telling
is
every
where**