A person's silhouette is in the foreground, looking towards a bright campfire at night. Other people are visible in the background, also gathered around the fire. The scene is dimly lit, with the fire providing the primary light source.

# STORY

Long-form & Scrollytelling Workshop

PHOTO CREDIT: [ESKIMOBLOOD \(CC\)](#), VIA FLICKR

WELCOME

**MIRKO LORENZ**

JOURNALIST, INFORMATION ARCHITECT & TRAINER

[WWW.TRULY.MEDIA](http://WWW.TRULY.MEDIA)





Made for minds.

Blog Search



# DW Innovation

Technology to tell big stories better.

[HOME](#) [PROJECTS](#) [TEAM](#)

## Meet us at ICT Proposers' Day



### ABOUT DW INNOVATION

The Deutsche Welle innovation team is a reliable and highly experienced partner for media research and innovation projects.

Our expertise covers many fields at the crossroads of journalism, IT, and media science: data-driven journalism, drone journalism, VR journalism, social media analysis, content verification, speech recognition, machine translation – the list goes on.

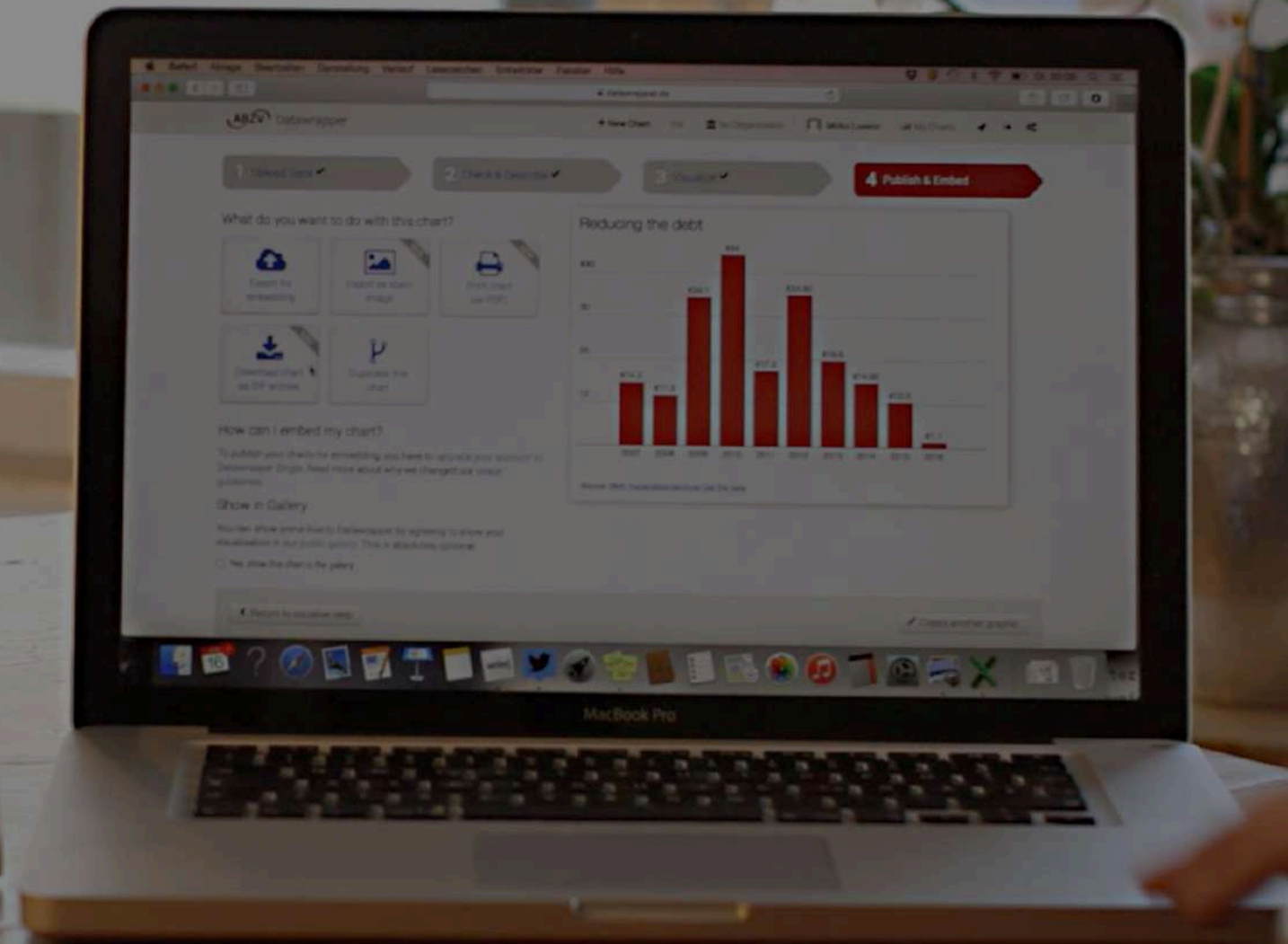
We develop media use cases and dissemination concepts, we provide multimedia content and create user interfaces, we validate and evaluate.



# Create amazing visualizations in seconds.

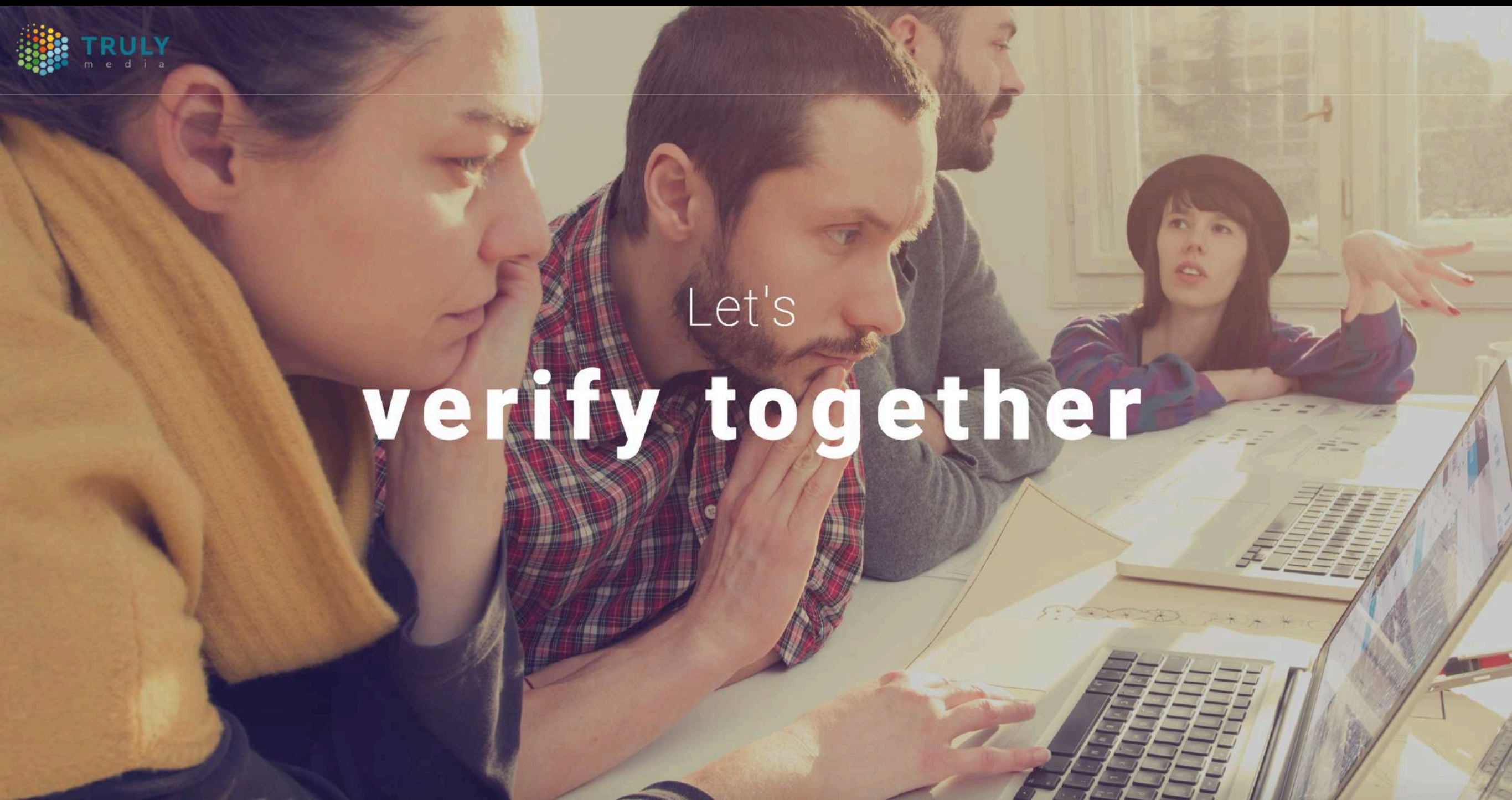
[CREATE A CHART](#)[CREATE A MAP](#)

or [Create account & sign in](#)



[WWW.DATAWRAPPER.DE](http://WWW.DATAWRAPPER.DE)





Let's  
**verify together**

[WWW.TRULY.MEDIA](http://WWW.TRULY.MEDIA)

# WHAT ABOUT YOU?

YOUR BACKGROUND,  
EXPECTATIONS FOR THIS WORKSHOP

# TODAY

## 1. WHAT IS LONGFORM MULTIMEDIA?

EXAMPLES

DEFINING THE FORM

## 2. ELEMENTS AND PRODUCTION

TOPICS

TEXT, PICTURE, VIDEO, AUDIO

DATA

TOOLS (PAGEFLOW, WORDPRESS)

## 3. DEVELOP YOUR OWN STORY



ONE  
STORY  
AT A  
TIME!



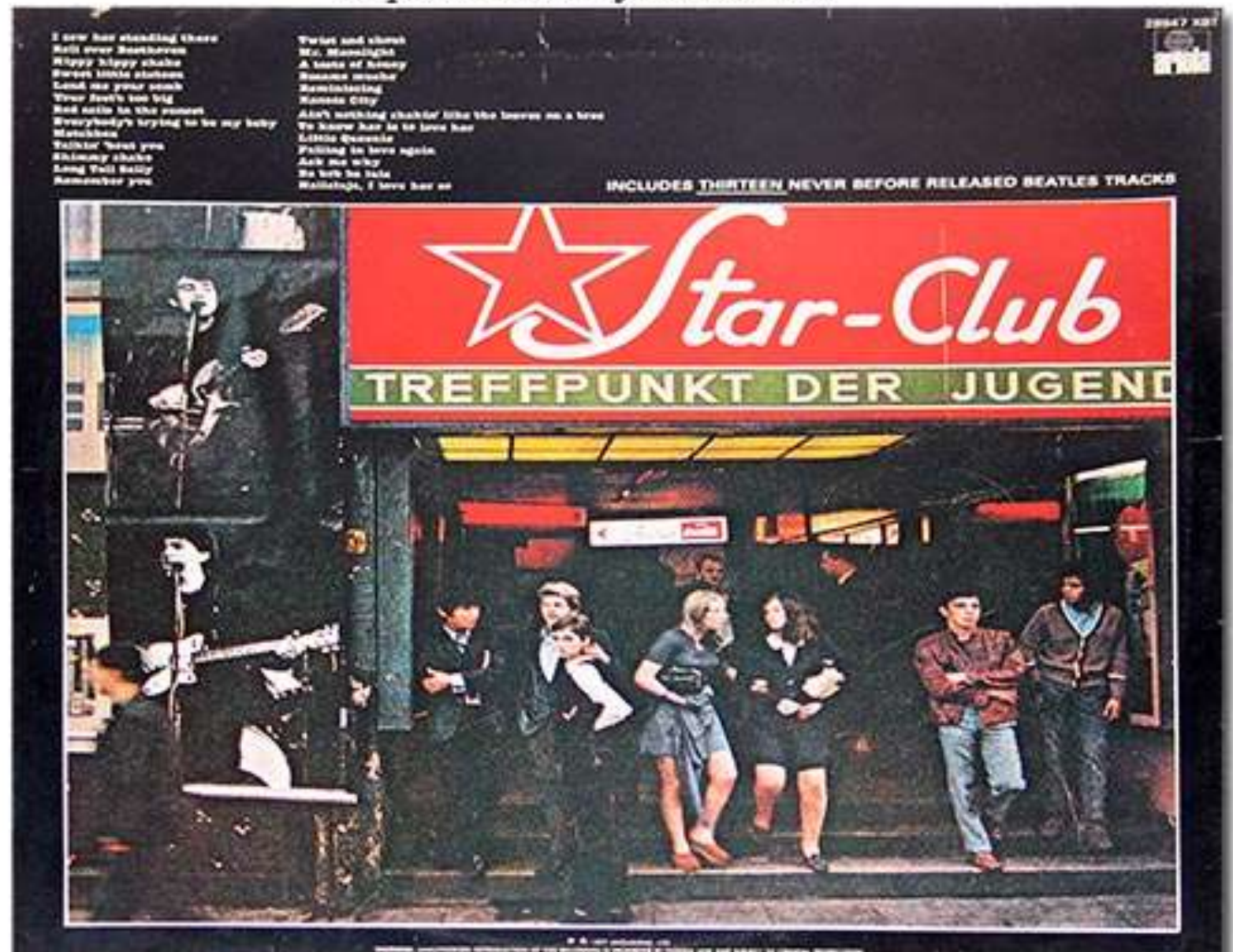


# TO GET THERE: DO IT OFTEN...



THE BEATLES IM STAR - CLUB  
HAMBURG 1962  
© DANNY WALL / K&K

<http://www.vinylrecords.ch>



<http://www.vinylrecords.ch/B/BE/Beatles/Live-Starclub/live-starclub-beatles.html>

# THERE IS A PATTERN HERE: BEFORE YOU CREATE, PRACTISE THE FORM

The Song/tracks on "Beatles Live At The Star-Club in Hamburg 1962" are

- Introduction/I Saw Her Standing There (Lennon/McCartney) 3:01
- Roll Over Beethoven (Chuck Berry) 2:15
- Hippy Hippy Shake (Chan Romero) 1:52
- Sweet Little Sixteen (Chuck Berry) 3:20
- Lend Me Your Comb (Wise/Weisman) 2:00
- Your Feet too Big (Benson/Fisher) 2:24
- Twist and Shout (Medley/Russell) 2:20
- Mr. Moonlight (Johnson) 2:23
- A Taste of Honey (Scott/Marlow) 2:10
- Bésame Mucho (Velázquez/Skylar) 2:46
- Reminiscing (King Curtis) 2:05
- Kansas City/Hey, Hey, Hey, Hey (Leiber/Stoller) 2:56
- Nothin' Shakin' (But the Leaves on a Tree) Colocrai/Fontaine/Gluck/Lampert 1:24
- To Know Her Is to Love Her (Phil Spector) 3:23
- Little Queenie (Chuck Berry) 3:57
- Falling in Love Again (Hollander/Lerner) 2:14
- Ask Me Why (Lennon/McCartney) 2:33
- Be-Bop-A-Lula (Vincent/Davis) 2:29 - Featuring Fred Fascher on lead vocal.
- Hallelujah, I Love Her So (Ray Charles) 2:08 - Featuring Horst Fascher on lead vocal.
- Red Sails in the Sunset (Kennedy/Williams) 2:11
- Everybody's Trying to Be My Baby (Carl Perkins) 3:04
- Matchbox (Carl Perkins) 2:37
- I'm Talking about You (Chuck Berry) 2:06
- Shimmy Shimmy (Massey/Schubert) 2:20
- Long Tall Sally (Johnson/Penniman/Blackwell) 1:47
- I Remember You (Schertzinger/Metter) 1:56
- Where Have You Been All My Life? (Weill/Mann) 2:09
- Till There Was You (Meredith Willson) 2:02
- Sheila (Tommy Roe) 2:00
- I'm Gonna Sit Right Down and Cry (Over You) (Thomas/Biggs) 2:43

WHAT  
THE BEATLES  
PLAYED  
BEFORE  
THEY  
BECAME  
FAMOUS.



EXAMPLES

# Snow Fall

The Avalanche at Tunnel Creek

By JOHN BRANCH

The snow burst through the trees with no warning but a last-second whoosh of sound, a two-story wall of white and Chris Rudolph's piercing cry: "Avalanche! Elyse!"

The very thing the 21 skiers and snowboarders had sought — fresh, soft snow — instantly became the enemy. Somewhere above, a pristine snowdrift cracked in the shape of a

Scrolling

Full Screen Pictures

Multimedia-  
Animation

Magazine-Layout

Maps

Videos

Storytelling

PART THREE  
The Descent Begins



There were 16 people, although no one thought to count at the time. Their ages ranged from 29 to 53.

"This was a crew that seemed like it was assembled by some higher force," Dessert said.



## How The New York Times' 'Snow Fall' project unifies text, multimedia



by [Jeff Sonderman](#)

Published Dec. 20, 2012 5:22 pm

Updated Dec. 20, 2012 5:38 pm

The New York Times is pushing multimedia storytelling in an exciting direction with a new project drawing deservedly [high praise](#).

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340

Gefällt mir



**Steve Silberman**

@stevesilberman

Follow

Let's face it: NYT just pulled off Best Web Design of 2012 with this. [nyti.ms/12qOuiN](http://nyti.ms/12qOuiN)

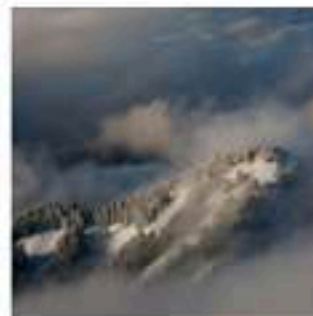
5:22 AM - 20 Dec 12

### [Snow Fall: The Avalanche at Tunnel Creek](#)

By John Branch @JohnBranchNYT

Fresh powder beckoned 16 expert skiers and snowboarders into the backcountry. Then the snow gave way.

The New York Times @nytimes



215 RETWEETS 101 FAVORITES



### MOST POPULAR

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**Wanderful launching big-deal initiative to protect & expand newspapers' insert business**

What data & algorithms teach us about the language news orgs use

Changes to Hawaii's shield law 'ignorant of what's going on in the media world'

New York Times Book Review editor: Featuring diversity of authors is 'extremely important'

How an award-winning investigative reporter tracked killings in Iraq

Guns kill **33,000**  
Americans and injure  
**80,000** a year.

Mother Jones

The total annual cost of gun  
violence in the United States



**\$229 BILLION**

■ Direct costs: \$8.6 billion ■ Indirect costs: \$221 billion

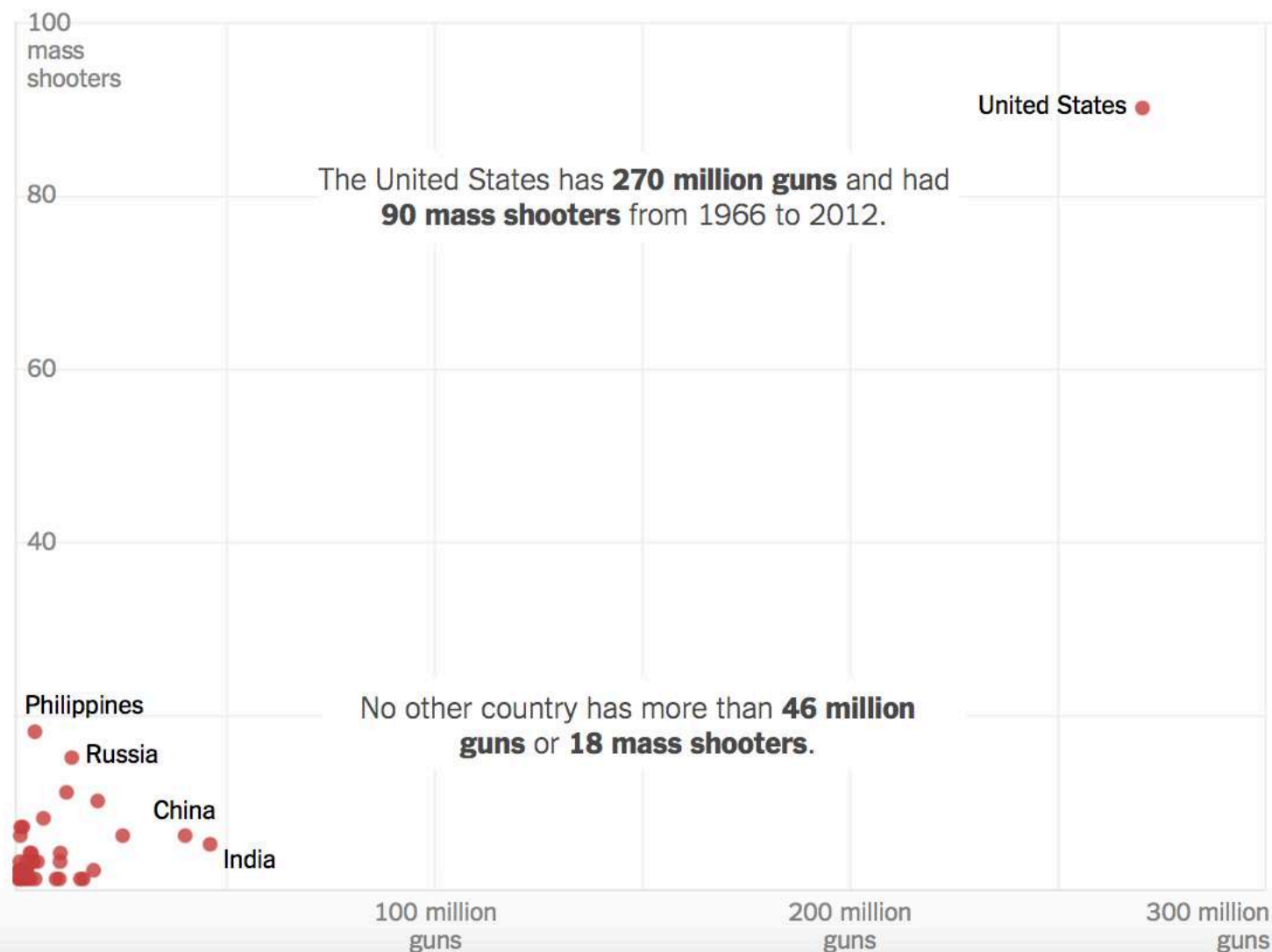
Mother Jones

# What Explains U.S. Mass Shootings? International Comparisons Suggest an Answer

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**The Interpreter**

By MAX FISHER and JOSH KELLER NOV. 7, 2017







U.S.

SHARE

# How They Got Their Guns

By LARRY BUCHANAN, JOSH KELLER, RICHARD A. OPPEL JR. and DANIEL VICTOR **UPDATED** NOV. 7, 2017

A vast majority of guns used in 18 recent mass shootings were bought legally and with a federal background check. At least nine gunmen had criminal histories or documented mental health problems that did not prevent them from obtaining their weapons. [RELATED ARTICLE](#)



NOV. 5, 2017

A gunman identified as Devin Patrick Kelley, 26, opened fire at a Sunday service in a rural Texas church, killing at least 26 people.

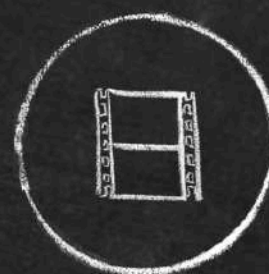
# THE Fallen OF World War II



INTERACTIVE

Requires a modern computer.  
Experimental.

or



VIDEO

Better for mobile, Apple TV,  
Chromecast ...

<http://www.fallen.io/ww2/>

# NSA FILES: *DECODED*

What the revelations mean for you.





 Tweet

 Like 13k

# MONEY wins ELECTIONS

**Keep scrolling.** See how money  
distorts your government, and what you  
can do about it.

<http://letsfreecongress.org>



PICTURE YOUR LIFE

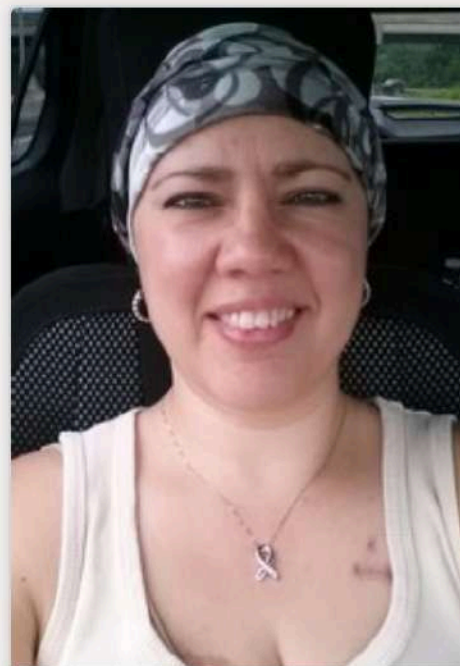
# Faces of Breast Cancer

If you live with breast cancer, love someone with breast cancer or worry about your risk for breast cancer, you are part of a global community of women and men whose lives have been touched by the disease. We asked our readers to share insights from their experiences with breast cancer. Browse their stories to find people like you and join the conversation.



**Katie**  
from Wilmette, Ill.

“Despite having excellent care and a wonderful support network, I still felt overwhelmed by my sudden diagnosis and the myriad of quick decisions I had to make.”

[READ STORY](#)

**Iris** from Clifton, N.J.

[READ STORY](#)

**Wise Woman**  
from New York, N.Y.

“I am a previvor — a survivor of a hereditary predisposition to breast and ovarian cancer. I am positive for a BRCA2 mutation.”

[READ STORY](#)

**Vincent**  
from Staten Island, New York

“I was 17 when I was going through some old documents and came across the letters between doctors and my mother, in which I learned that my mother was told to abort me.”

[READ STORY](#)

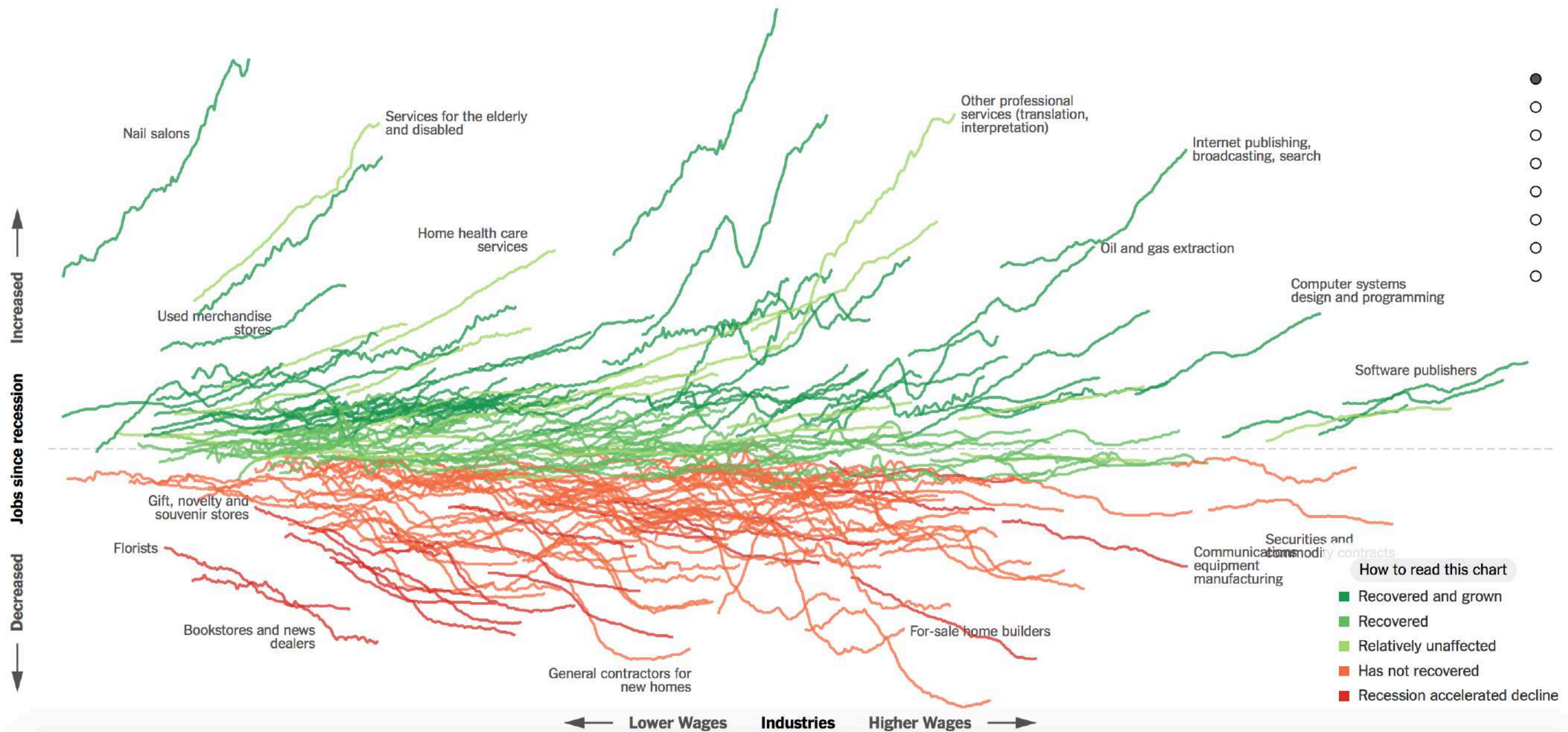


# How to Use an Instant Pot

A GUIDE BY MELISSA CLARK

Instant Pot





<https://www.nytimes.com/interactive/2014/06/05/upshot/how-the-recession-reshaped-the-economy-in-255-charts.html>

The background of the entire page is a complex network diagram. It consists of numerous small, stylized stick figures, each holding a key. These figures are interconnected by a dense web of thin, light-grey lines, creating a mesh-like structure that fills the entire frame. The figures and keys are drawn in a simple, hand-drawn style with black outlines.

# EVOLUTIA ÎNCREDERII

timp de joc: 30 min • de nicky case, iulie 2017  
translated by enFactorial • [original English version](#)

JOACĂ →

 PORNIT

fan-translations so far: [\(add your own!\)](#) | [Español de España](#) | [Français](#) | [Deutsch](#) | [Italiano](#) | [Русский](#) | [Português do Brasil](#) | [Türkçe](#) | [Polski](#) | [Magyar](#) | [Català](#) | [ελληνικά](#) | [Tiếng Việt](#) | [中文 \(简体\)](#) | [中文 \(臺灣\)](#) | [فارسی](#)



<https://enfactorial.github.io/trust/>

KEY ADVICE



## THREE LEARNINGS

**DON'T START TOO EARLY**

**TELL ONE STORY, NOT MANY**

**KILL YOUR DARLINGS**

HOW TO

STORIES  
BRING  
THINGS  
TO LIFE.





# „Don't be the noise in the middle“



99 PER CENT  
OF STORIES ARE  
IMPORTANT FOR  
A DAY, BEFORE  
BEING  
FORGOTTEN



**The Marlboro Marine**  
by Luis Sinco

TELLING  
STORIES IS  
A LEARNABLE  
ART.

(Tools & Technology just help us doing it)

WHAT DO YOU NEED FOR A  
**STRONG**  
**STORY?**



# TRAIN FOR BIG STORIES

- Tell a story in six words
- What does it mean to be a big voice?
- Good stories have structure, great stories have a shape.
- Why KISS is super-hard
- Master the form Prepare, plan & practice (details matter)
- There is an audience, too: Up the „Hill of Wow“

Stories are important,  
because they are a tool to  
make sense of the world.

SMS      Article      Fairytale  
Joke      Drama      Multimedia  
Big Picture      Longform  
Newsletter      Data  
Explainer      Crowdsourcing  
Soundslide      Video



**ONE STORY AT A TIME**



# Everything is a Remix

Part 1: The Song Remains the Same



07:18



NEW FROM THE CREATOR OF  
"EVERYTHING IS A REMIX"

THIS IS  
NOT A  

---

CONSPIRACY  
THEORY

A SERIALIZED DOCUMENTARY  
ABOUT THE FORCES  
THAT SHAPE OUR LIVES

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VIMEO ON DEMAND

[vimeo.com/ondemand/tinact](https://vimeo.com/ondemand/tinact)

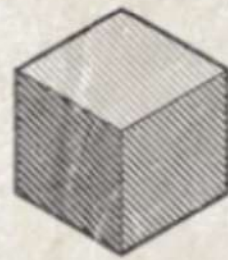




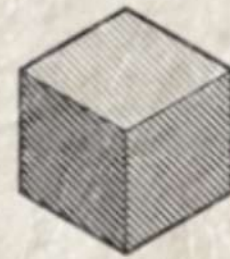
# THE BASIC ELEMENTS OF CREATIVITY



COPY



TRANSFORM



COMBINE



**BET?**

**Ernest Hemingway**  
challenged other writers  
that he would be able to  
tell a story in **just six words**  
that would **make people cry.**

"For sale:

Baby shoes. Never worn."

E. Hemingway



<b>1</b>	<b>Simple</b>	Make something complex easy to compare
<b>2</b>	<b>Surprising</b>	Uncommon perspective through new insights, interesting people, new places, etc.
<b>3</b>	<b>Concrete</b>	„We will have a man on the moon and back home alive by the end of the decade.“ (J.F. Kennedy)
<b>4</b>	<b>Believable</b>	Fact, Data, Numbers, Testimony
<b>5</b>	<b>Emotional</b>	Empathy for the fate of one person
<b>6</b>	<b>Repeatable</b>	Can the reader/user retell this story to others?

# THREE KEY STEPS

1. PREPARATION

2. FORM

3. CONTENT

Don't start too early.  
Watch many, many  
examples.



A repeatable pattern towards big stories is to collect material around the skeleton of a working narrative.

**PLAN  
THE  
STRUCTURE**

# JUST ONE EXAMPLE...

(CHOSEN BECAUSE IT HAS EVERYTHING IN IT...)

The Washington Post

STAGE: 1 2 3 4 5 6



## CYCLING'S ROAD FORWARD

CAN JOE DOMBROWSKI RIDE OUT  
OF LANCE ARMSTRONG'S SHADOW?



# SEE? A HERO, HIS STORY - TEXT, PICTURES, VIDEO, DATA.



The Washington Post | CYCLING'S ROAD FORWARD

STAGE: 1 2 3 4 5 6

By Rick Maese

**N**ice, France — Tall and lanky, the young man is all limbs, each stretching out like spokes on a bike, thin but strong. On a picturesque morning in a picturesque town, he steps out of his apartment near the port and starts pedaling. He turns a corner, away from the water, and heads north, palm trees at his back, the Ligurian Alps in the distance and the morning sun poking through the old buildings along Boulevard de Riquier.

Joe Dombrowski, 21, stands 6 feet 2 and weighs just north of 140 pounds. He's new in town, having moved here from his home in Northern Virginia just a few weeks earlier, but the route is a familiar one. It's the same one the fallen hero used to take when he lived here, back before he was a hero and before he fell.

It's only a coincidence, though, that Dombrowski, perhaps the sport's brightest



Dombrowski on his love of cycling.

**I**n the vernacular of American sports, Dombrowski is a barely-old-enough-to-drink, can't-miss wunderkind-on-wheels who was just scooped up by the New York Yankees of professional cycling. Despite having one more year in which he could compete on the sport's junior circuit, Dombrowski is making the early jump to the big leagues. He's signed with Team Sky, the British outfit that boasted the top two finishers at last year's Tour de France. In the vernacular of cycling, Dombrowski's path is set; all he has to do is keep pedaling.

**"THIS IS MY DREAM... I NEED TO JUST GO ALL-OUT AND TRY TO DO IT."**



Dombrowski got his start in cycling riding trails with a friend at Fauquier High School who raced mountain bikes. Once Dombrowski entered a race, he was hooked.

FAMILY PHOTO

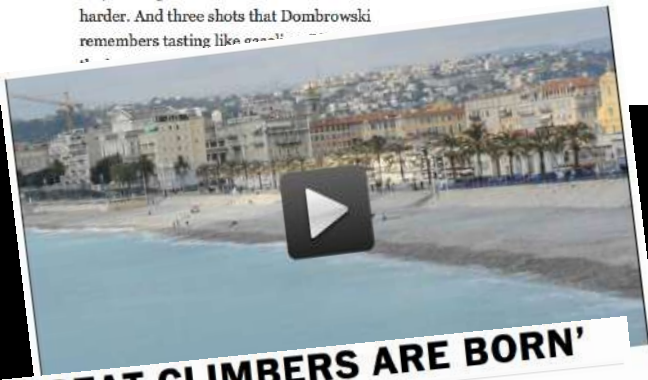
**A**rmstrong once thought Nice was perfect, too. He arrived in 1998, purchasing a villa outside of town and inviting teammates to train with him. We know now this is also when his drug routines became more proficient and specialized. One teammate recalled walking into Armstrong's villa, opening the fridge and spotting erythropoietin — a banned substance more commonly called EPO — next to a carton of milk.

This is not Dombrowski's Nice. His fridge is sparse — fruits, condiments, leftovers. Before he moved here, Dombrowski researched as much as possible to prepare for the leap to pro cycling's top level: language CDs by Rosetta Stone, a book about his new team called "Sky's the Limit," and even a book about the sport's recent history, Tyler Hamilton's "The Secret Race,"



**I**n a London bar, the best cycling team on the planet lined up drinks in front of the skinny "neo pro." This was last October and Team Sky had gathered its two dozen cyclists and maybe three dozen more staff members for an orientation of sorts. For Dombrowski and Ian Boswell, the team's other new signee, the night was more of an initiation.

Cycling is very much a team sport and the pressures to conform haven't disappeared entirely. There was a pint of beer — that was easy. A couple of mixed drinks — a bit harder. And three shots that Dombrowski remembers tasting like beer.



## 'GREAT CLIMBERS ARE BORN'





# The Russia Left Behind

A journey through a heartland on the slow road to ruin.

By ELLEN BARRY

Photographs by DMITRY KOSTYUKOV for The New York Times; Video by BEN C. SOLOMON

Produced by MIKE BOSTOCK, SHAN CARTER and LESLYE DAVIS

<http://www.nytimes.com/newsgraphics/2013/10/13/russia/>

**CREATE**

**A MEANINGFUL**

**SURPRISE**





Copyright: Monkey



# Visualize in a smart way to surprise and educate.

## The True Size of Africa

A small contribution in the fight against rampant *immappancy*, by Kai Krause

Graphic layout for visualization only ( some countries are cut and rotated )  
But the conclusions are very accurate: refer to table below for exact data

COUNTRY	AREA x 1000 km <sup>2</sup>
China	9.597
USA	9.629
India	3.287
Mexico	1.964
Peru	1.285
France	633
Spain	506
Papua New Guinea	462
Sweden	441
Japan	378
Germany	357
Norway	324
Italy	301
New Zealand	270
United Kingdom	243
Nepal	147
Bangladesh	144
Greece	132
<b>TOTAL</b>	<b>30.102</b>
<b>AFRICA</b>	<b>30.221</b>

In addition to the well known social issues of *illiteracy* and *innumeracy*, there also should be such a concept as "*immappancy*", meaning *insufficient geographical knowledge*.

A survey with random American schoolkids let them guess the population and land area of their country. Not entirely unexpected, but still rather unsettling, the majority chose "1-2 billion" and "largest in the world", respectively.

Even with Asian and European college students, geographical estimates were often off by factors of 2-3. This is partly due to the highly distorted nature of the predominantly used mapping projections (such as Mercator).

A particularly extreme example is the worldwide misjudgement of the true size of *Africa*. This single image tries to embody the massive scale, which is larger than the *USA*, *China*, *India*, *Japan* and *all of Europe*..... combined!

## Top 100 Countries

Area in square kilometers, Percentage of World Total  
Sources: Britannica, Wikipedia, Almanac 2010

	AREA km <sup>2</sup>	%	
1	Russia	17,099,242	11.38
2	Canada	9,984,670	6.70
3	China	9,596,961	6.40
4	United States	9,629,091	6.40
5	Brazil	8,511,877	5.70
6	Australia	7,692,024	5.20
7	India	3,287,263	2.30
8	Argentina	2,790,400	2.00
9	Kazakhstan	2,724,500	1.80
10	Sudan	2,305,815	1.70
11	Algeria	2,381,741	1.60
12	Congo	2,344,808	1.60
13	Greenland	2,166,086	1.50
14	Saudi Arabia	2,149,899	1.40
15	Mexico	1,964,375	1.30
16	Indonesia	1,890,260	1.30
17	Libya	1,759,540	1.20
18	Iran	1,636,790	1.10
19	Mongolia	1,564,100	1.10
20	Peru	1,285,216	0.86
21	Chad	1,284,000	0.86
22	Niger	1,267,000	0.85
23	Angola	1,246,700	0.85
24	Mali	1,240,192	0.83
25	South Africa	1,221,037	0.82
26	Colombia	1,141,788	0.76
27	Ethiopia	1,104,300	0.74
28	Botswana	1,090,581	0.74
29	Mauritania	1,026,000	0.69
30	Egypt	1,002,000	0.67
31	Tanzania	945,087	0.63
32	Nigeria	923,768	0.62
33	Venezuela	912,000	0.61
34	Norfolk	824,116	0.56
35	Mozambique	801,000	0.54
36	Pakistan	796,095	0.53
37	Turkey	783,540	0.53
38	Chile	756,102	0.51
39	Zambia	752,810	0.51
40	Myanmar	576,578	0.45
41	Afghanistan	652,000	0.44
42	Somalia	637,657	0.43
43	France	632,834	0.43
44	C. African Rep	622,844	0.42
45	Ghana	603,000	0.41
46	Madagascar	587,041	0.39
47	Botswana	582,000	0.39
48	Kenya	580,367	0.39
49	Yemen	527,000	0.35
50	Thailand	513,120	0.34
51	Spain	505,990	0.34
52	Turkmenistan	488,100	0.33
53	Cameroon	475,442	0.32
54	Papua New Guinea	462,840	0.31
55	Uzbekistan	447,400	0.30
56	Morocco	446,550	0.30
57	Sweden	441,370	0.30
58	Iraq	438,317	0.29
59	Paraguay	408,752	0.27
60	Zimbabwe	390,757	0.26
61	Japan	377,930	0.25
62	Germany	357,114	0.24
63	Rep. Congo	342,000	0.23
64	Finland	338,419	0.23
65	Vietnam	331,212	0.22
66	Malaysia	330,600	0.22
67	Norway	323,802	0.22
68	Côte d'Ivoire	322,463	0.22
69	Poland	312,685	0.21
70	Oman	309,500	0.21
71	Italy	301,336	0.20
72	Philippines	300,000	0.20
73	Burkina Faso	274,222	0.18
74	New Zealand	270,467	0.18
75	Gabon	267,668	0.18
76	Western Sahara	266,000	0.18
77	Ecuador	283,560	0.20
78	Guinea	245,957	0.17
79	United Kingdom	242,900	0.16
80	Uganda	241,000	0.16
81	Ghana	238,000	0.16
82	Sierra Leone	200,000	0.14
83	Laos	236,800	0.16
84	Guyana	214,969	0.14
85	Senegal	207,000	0.14
86	Kyrgyzstan	199,000	0.13
87	Senegal	196,722	0.13
88	Syria	185,180	0.12
89	Cambodia	181,035	0.12
90	Uruguay	178,216	0.12
91	Suriname	163,810	0.11
92	Suriname	163,810	0.11
93	Nepal	147,181	0.10
94	Bangladesh	143,000	0.10
95	Tajikistan	143,100	0.10
96	Greece	131,957	0.09
97	Myanmar	130,375	0.09
98	North Korea	120,000	0.08
99	Malawi	118,484	0.08
100	Ethiopia	117,000	0.08
TOP 100 TOTAL		132,832,324	85.34



United States



Europe



India



Japan



China







# THE **DARK SIDE** OF THE ITALIAN TOMATO



ONE

IS BETTER THAN

MANY



Tell the story of one, not many.



PHOTO CREDIT: [NANDADEVIEAST](#) (CC-BY), VIA FLICKR)



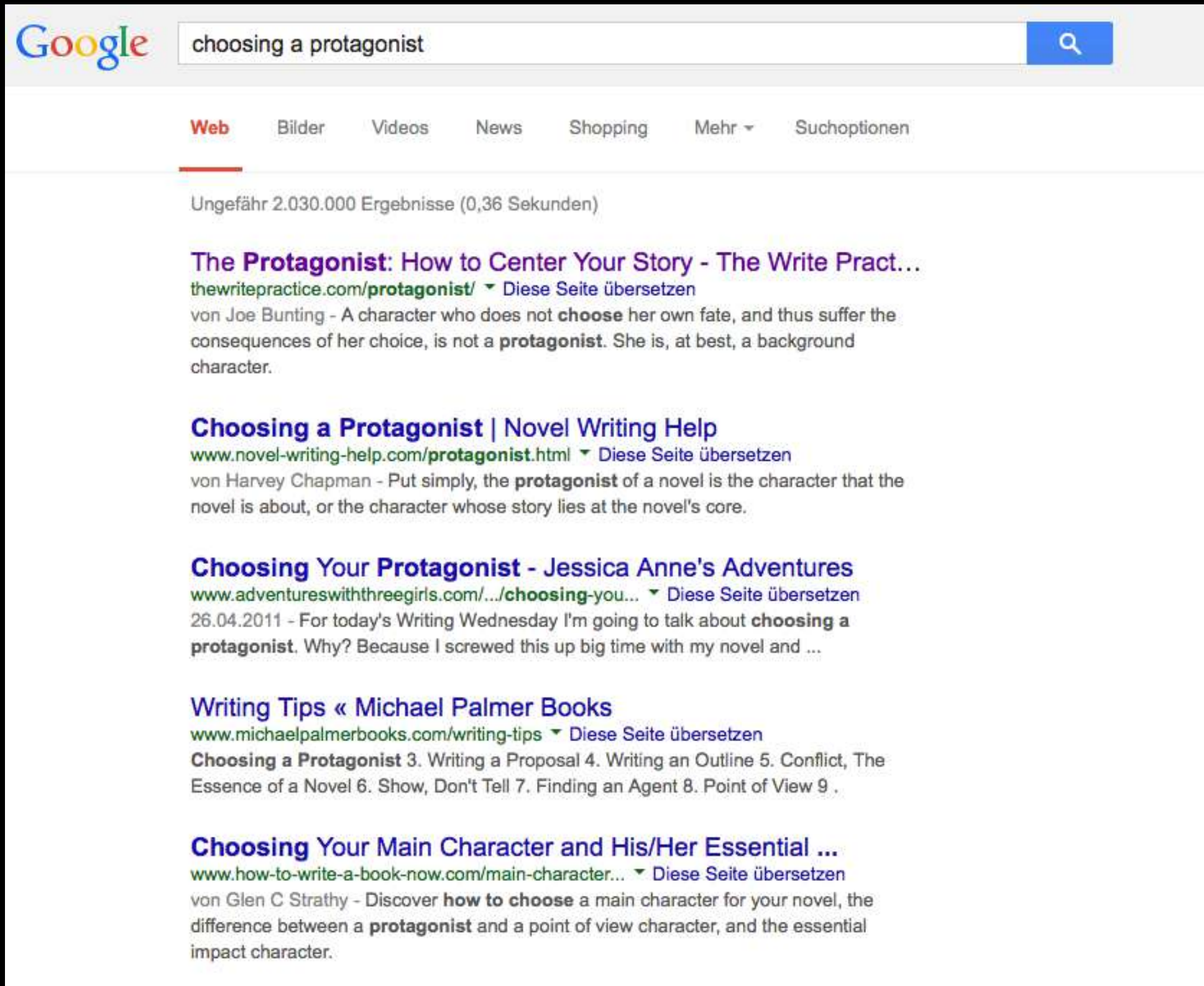
A photograph of an elderly man with a balding head, wearing a patterned sweater, sitting on a bed with a floral patterned blanket. He is looking down and to his left with a somber expression. The room is dimly lit, with a warm, yellowish light source. A framed picture of a plant is visible on the wall to the right.

This man owed \$134 in property taxes. The District sold the lien to an investor who foreclosed on his \$197,000 house and sold it. He and many other homeowners like him were

LEFT WITH NOTHING.



PEOPLE JUST DON'T CONNECT TO GROUPS,  
WE CONNECT TO ONE PERSON AT A TIME.



Google

choosing a protagonist

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Ungefähr 2.030.000 Ergebnisse (0,36 Sekunden)

**The Protagonist: How to Center Your Story - The Write Pract...**  
[thewritepractice.com/protagonist/](http://thewritepractice.com/protagonist/) ▾ Diese Seite übersetzen  
von Joe Bunting - A character who does not **choose** her own fate, and thus suffer the consequences of her choice, is not a **protagonist**. She is, at best, a background character.

**Choosing a Protagonist | Novel Writing Help**  
[www.novel-writing-help.com/protagonist.html](http://www.novel-writing-help.com/protagonist.html) ▾ Diese Seite übersetzen  
von Harvey Chapman - Put simply, the **protagonist** of a novel is the character that the novel is about, or the character whose story lies at the novel's core.

**Choosing Your Protagonist - Jessica Anne's Adventures**  
[www.adventureswiththreegirls.com/.../choosing-you...](http://www.adventureswiththreegirls.com/.../choosing-you...) ▾ Diese Seite übersetzen  
26.04.2011 - For today's Writing Wednesday I'm going to talk about **choosing a protagonist**. Why? Because I screwed this up big time with my novel and ...

**Writing Tips « Michael Palmer Books**  
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**Choosing a Protagonist** 3. Writing a Proposal 4. Writing an Outline 5. Conflict, The Essence of a Novel 6. Show, Don't Tell 7. Finding an Agent 8. Point of View 9 .

**Choosing Your Main Character and His/Her Essential ...**  
[www.how-to-write-a-book-now.com/main-character...](http://www.how-to-write-a-book-now.com/main-character...) ▾ Diese Seite übersetzen  
von Glen C Strathy - Discover **how to choose** a main character for your novel, the difference between a **protagonist** and a point of view character, and the essential impact character.

THE STORY

DEFINES

THE

FORM



Good text

# What a Day!



by [Ken Fuson](#)

Published Aug. 4, 2003 10:08 am

**Updated** Mar. 2, 2011 2:16 pm

Here's how Iowa celebrates a 70-degree day in the middle of March: By washing the car and scooping the loop and taking a walk; by daydreaming in school and playing hooky at work and shutting off the furnace at home; by skate-boarding and flying kites and digging through closets for baseball gloves; by riding that new bike you got for Christmas and drawing hopscotch boxes in chalk on the sidewalk and not caring if the kids lost their mittens again; by looking for robins and noticing swimsuits on department store mannequins and shooting hoops in the park; by sticking the ice scraper in the trunk and the antifreeze in the garage and leaving the car parked outside overnight; by cleaning the barbecue and stuffing the parka in storage and just standing outside and letting that friendly sun kiss your face; by wondering where you're going to go on summer vacation and getting reacquainted with neighbors on the front porch and telling the boys that yes! yes! they can run outside and play without a jacket; by holding hands with a lover and jogging in shorts and picking up the extra branches in the yard; by eating an ice cream cone outside and (if you're a farmer or gardener) feeling that first twinge that says it's time to plant and (if you're a high school senior) feeling that first twinge that says it's time to leave; by wondering if in all of history there has ever been a day so glorious and concluding that there hasn't and being afraid to even stop and take a breath (or begin a new paragraph) for fear that winter would return, leaving Wednesday in our memory as nothing more than a sweet and too-short dream.

**On Reading Ken Fuson**


*Excerpted from America's Best Newspaper Writing: A Collection of ASNE Prizewinners*

<http://www.poynter.org/uncategorized/14322/what-a-day/>



Simple, but effective: Use full screen photos.



A fisherman transports a dead whale shark after it was caught in a net in Yangzhi county, Fujian province, China, on August 1, 2014. According to local media, the whale shark is five meters long and weighs over 2 tons. (Reuters/Stringer) 





# The Big Picture

News stories in photographs

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- [Conflict continues in Gaza](#) - 07.25
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comments

August 5, 2014

Per

## Daily life: July 2014

A look at selection of images depicting daily life around the world in the month of July. --*Leanne Burden Seidel* (26 photos total)





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# THE WAR COMES HOME

SOLEDAD O'BRIEN REPORTS



# Quality, not quantity

2008



**Intended Consequences**  
by Jonathan Torgovnik



**Common Ground**  
by Scott Strazzante



**Rape of a Nation**  
by Marcus Bleasdale

2007



**The Ninth Floor**  
by Jessica Dimmock



**The Marlboro Marine**  
by Luis Sinco



**Love in the First Person**  
by Matt Eich and Melissa Eich



**Evidence of My Existence**  
by Jim Lo Scalzo



**Finding the Way Home**  
by Brenda Ann Kenneally



**Ivory Wars**  
by Michael Nichols and J. Michael Fay



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Part 1 | 2 | **3** | [Printable PDF version](#)

## Gathering Audio

### Part 2: A Practical Guide

This document was created in 1993 and has evolved numerous times over the years. It represents thinking from many people I've met along the way, too numerous to list them all, but I will provide attribution where appropriate.

A major contributor to the rest of this document, to the way I've thought about audio, and to the way many photojournalists think about audio today is a direct result of the work done by MSNBC.com multimedia producer Jim Seida.

Jim wrote a huge piece of this document in November of 2002 for a training session we did together first in Seattle at the Photo Center Northwest and then in Chicago for the National Press Photographers Annual Convention. Jim can be reached at [jim.seida@msnbc.com](mailto:jim.seida@msnbc.com) and I'm certain he'd love to hear from you.

And, take a look at the work that Jim and freelancer John Brecher created for the 2002 Olympic Torch Relay. They spent 65 days on the road and produced a landmark piece of Web journalism. Look for and click the "Play" button to see the sequences they created at <http://www.msnbc.msn.com/id/4401756>.

### Why should photojournalists gather audio?

So, what's this all about really? It does seem to fly in the face of what a still photojournalist does in their day-to-day routine. As documentary photographers we are encouraged to be a fly on the wall. We hang in the background and try to be invisible so that we can capture the subtle events in life. We adopt a "don't look at me, don't talk to me" attitude. In doing so, we can make some great pictures, but are we really capturing the complete story?

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<https://mediastorm.com/train/resources/gathering-audio/2>



# GOOD AUDIO IS EVEN MORE IMPORTANT THAN PICTURES AND VIDEOS



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Storytelling tips and best practices

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EDITING & STRUCTURE, WRITING & VOICE

## [You asked: How do you tell a story in 3 acts?](#)

NOVEMBER 10, 2017

The three-act structure is the most basic organization a story can have. The number three has a sort of magic to it. It feels unsettled, so it propels things forward. Beginning, middle, end. This, that and the other thing.

ANALYTICS, FEATURED, STRATEGY

## [How to make local listeners care about your story](#)

JULY 26, 2017

Using data from the NPR One app, we identified specific approaches to telling audio stories that can inspire your audience to sit up and listen.

AUDIO, AUDIO 101, FEATURED, PRODUCTION, RECORDING

## [Get great sound every time with this field recording checklist](#)

JUNE 30, 2017





# The Story of a Runner.


<https://vimeo.com/70714724>

Surprise



# A variation of form: Ask and answer questions.

Quora

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QUESTION STATS

Views


5,918

Alias

1

Followers

111




Latest activity: 10 Apr

## Africa: What are possible strategies for developing Africa?

It is a big issue. Just feeding Africa - doesn't solve anything. we have hungry,diseased unfortunate uneducated people with no future. If we solve hunger we will have just diseased, unfortunate, uneducated people with no future. On its own, this doesn't solve anything really.


So what are the COMPLETE strategies that can slowly INCREASE standard of living in Africa and uplift this continent to ... [\(more\)](#)

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**Mirko Lorenz**  
[Edit Bio](#) • [Make Anonymous](#)

21 ANSWERS

[ASK TO ANSWER](#)

**John-Charles Hewitt**, Pretender Economist  
165 upvotes by Mark Savchuk, Mark Folashade, David Maynard, [\(more\)](#)

[Africa](#) isn't an object that's passively waiting for you to 'develop it.'

African development will only occur when people stop asking the question "how can we develop Africa" and start asking the question "what are outsiders doing to block or impede economic progress in Africa?"

The truth is that **charity** and **foreign aid** tend to smother the development of nascent market economies. When you send thousands of tons of 'free' food to

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# Longform.

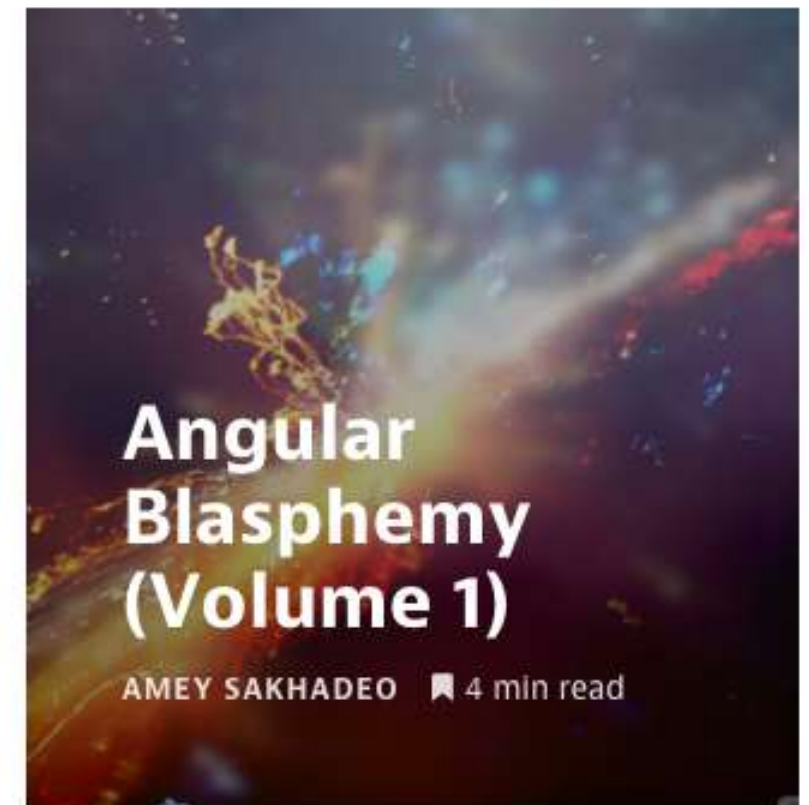
(Try it. Medium has a great edit mode, which helps to focus).

M

## Medium

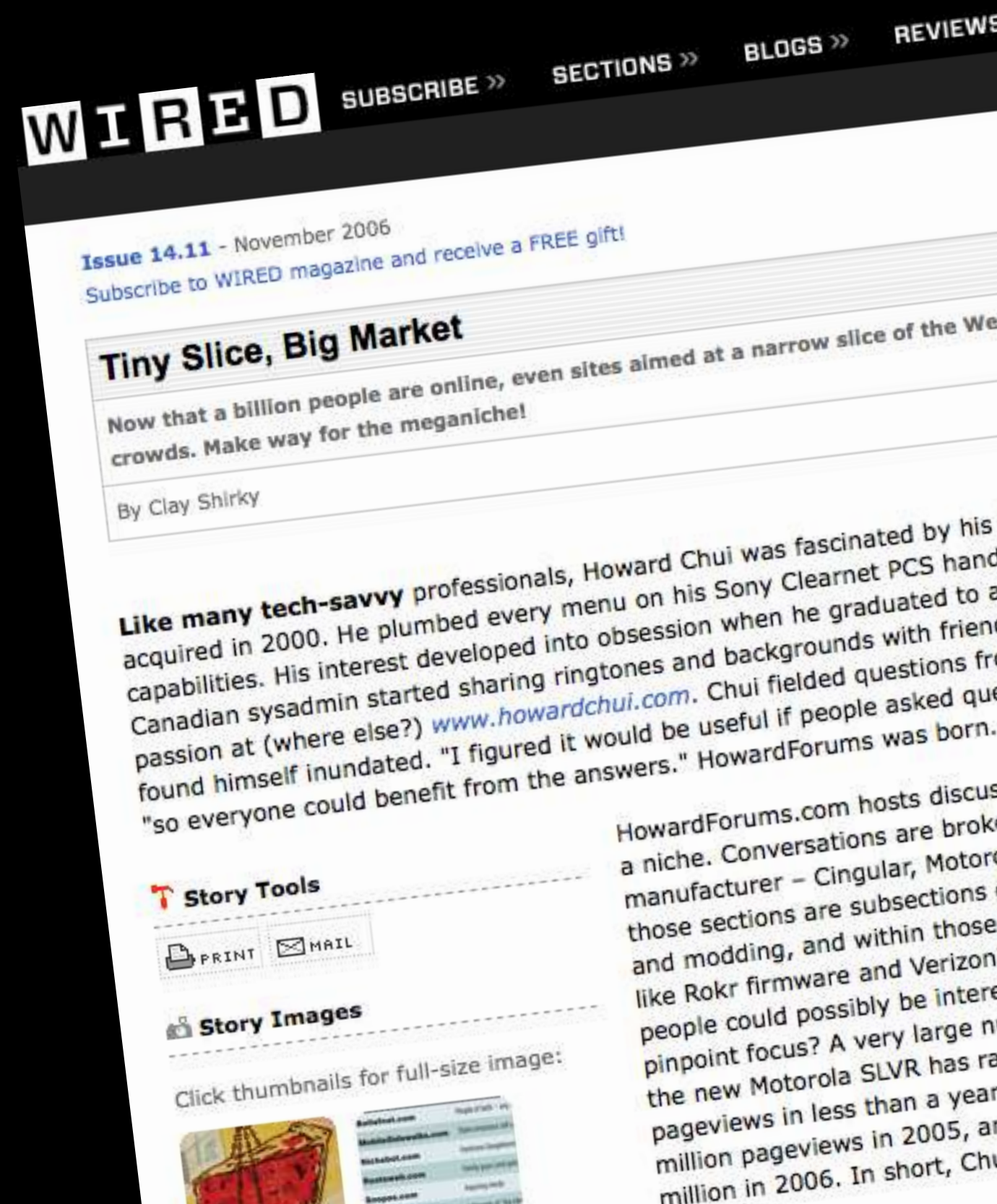
Everyone's stories and ideas

READING LIST BOOKMARKS TOP 100



Don't try to be everybody's  
darling

For well done content  
there is the „mega niche“  
- tell one story for one  
audience.  
(Clay Shirky)





**RELEVANT  
SURPRISE**

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NEW YORK CITY MARATHON

### In a 26-Mile Slog, a Shortcut Can Be Tempting



Associated Press

Rosie Ruiz was exposed as a cheat after she crossed the finish line in the 1980 Boston Marathon.

By [ANDREW W. LEHREN](#)

Published: October 31, 2009

Two California women running together in last year's [New York City Marathon](#) needed more than four hours to cover the first 16 miles.

Then, suddenly, they seemingly transformed into elite athletes, their

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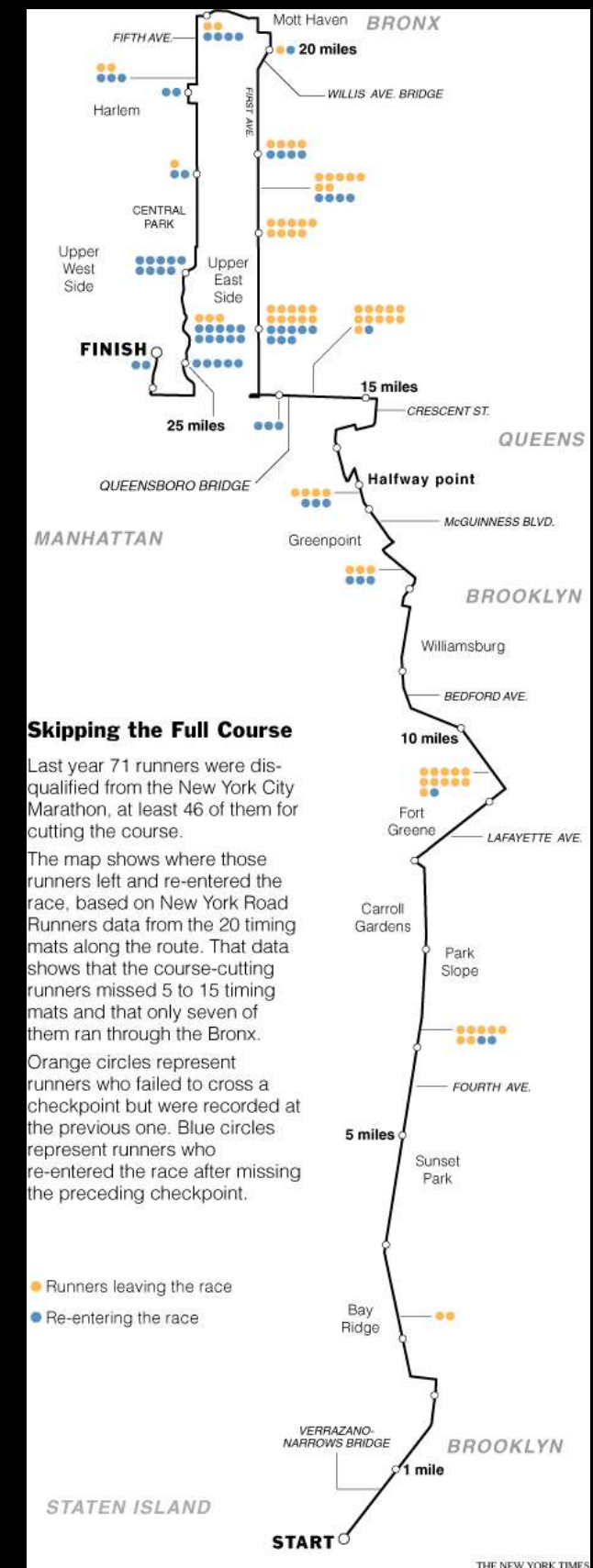
# TACKLE THE TOPIC

Ask what:

- How many participants?
- What are the outliers?
- How many cheat?

Ask why:

- How did they cheat?
- Obvious... and beyond.
- Find the real cheaters





# Finally: Hidden in data, there is the story...

In the men's 60-64 division, a 61-year-old from Italy gave his bib to a 25-year-old friend, who posted a time close to the world record for the 60-64 age group. The real winner was Alan Miller, who has run the New York City Marathon more than 20 times but will miss it this year because he is battling cancer.

Mr. Miller said he attended postrace gatherings each year, one with the New York Police Department's running club and another with friends at Mickey Mantle's restaurant on Central Park South. If he had known on race day last year that he won his age group and that an award was headed his way, Mr. Miller said, drinks would have been on him.

"It would have been extra special," he said.

## FIND „ALAN MILLER“

Source: Andy Lehren, The New York Times

SEARCH  
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DATA

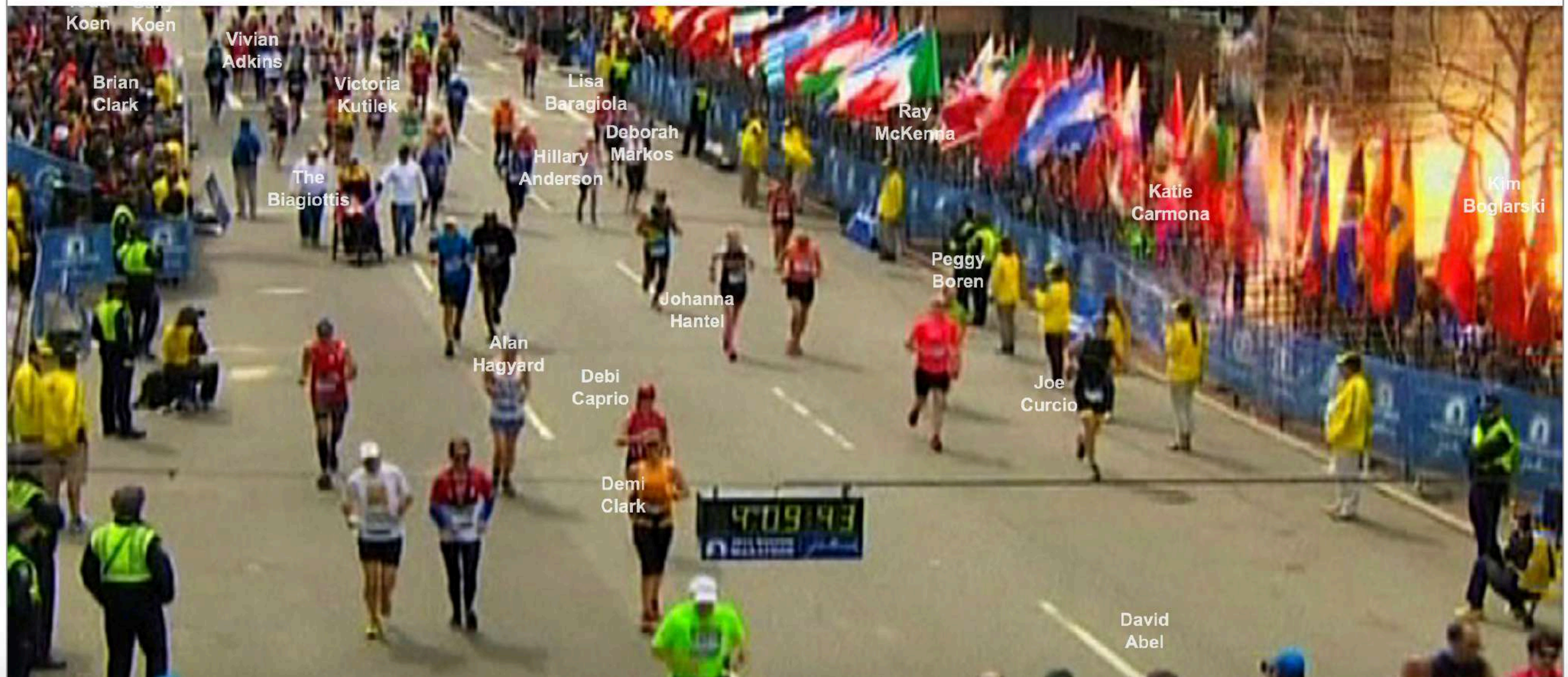
COMPRESS  
TO:

STORY



# 4:09:43

On Monday, April 15 — at approximately 2:50 p.m., just over four hours into the race — the first of two bombs exploded near the finish line of the Boston Marathon. This image, taken from the NBC broadcast of the race, shows the flash of the explosion and the final split-second of normalcy before the area turned into what witnesses described as a war zone. Here are the stories of the runners and spectators seen in this image.





Audiorecorder not running.

Battery empty.

Lost notes.

Not enough material.

Too much material.

# UGLY PART: LEARN TO MASTER DESASTER

Equipment stolen.

Interviewpartner not showing up

Video unusable

Missed the plane/train/bus.

Develop ideas  
for your stories





KEEP THE

FOCUS

USE

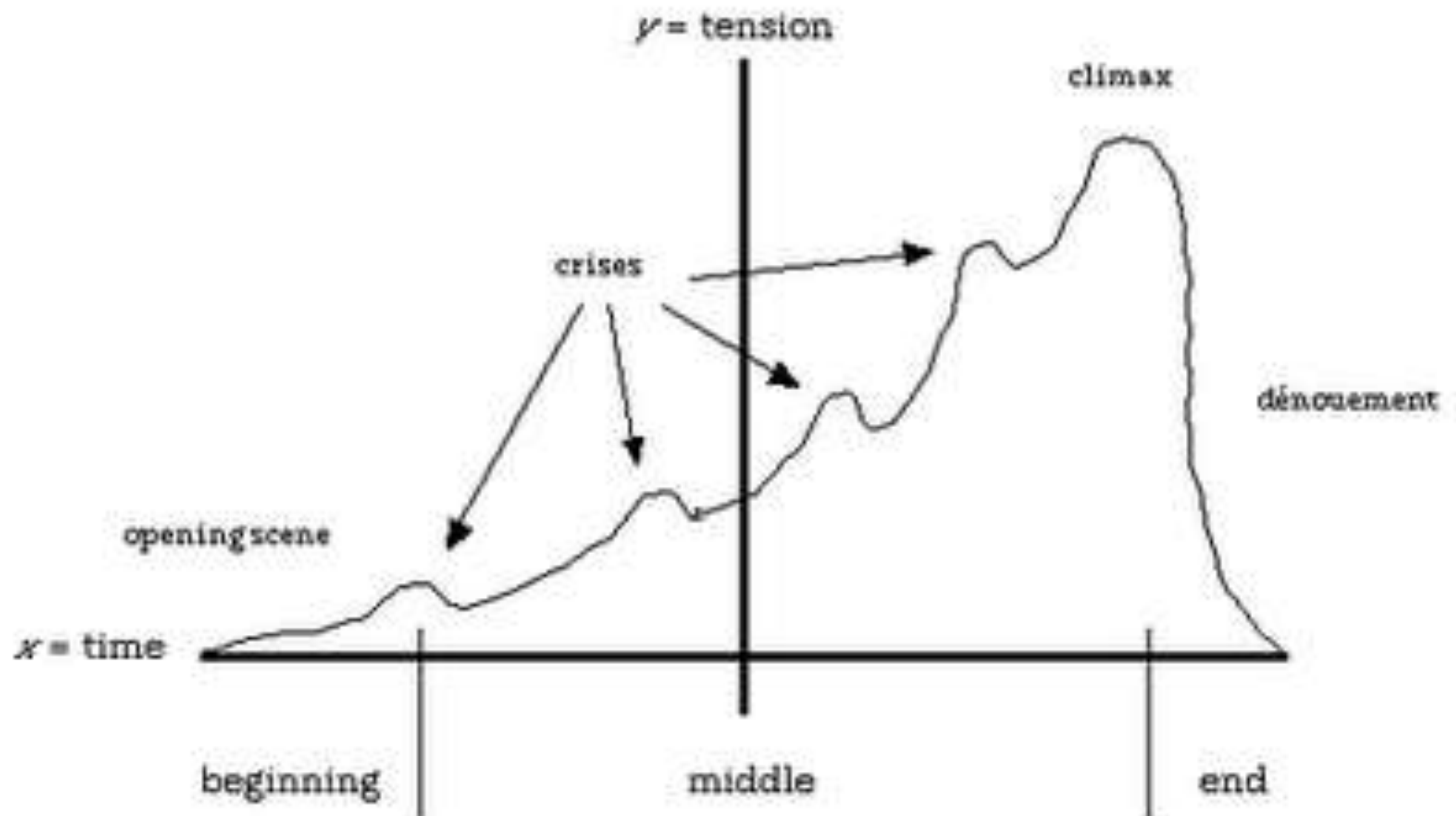
SKETCHING

TO VISUALIZE AND SCOPE

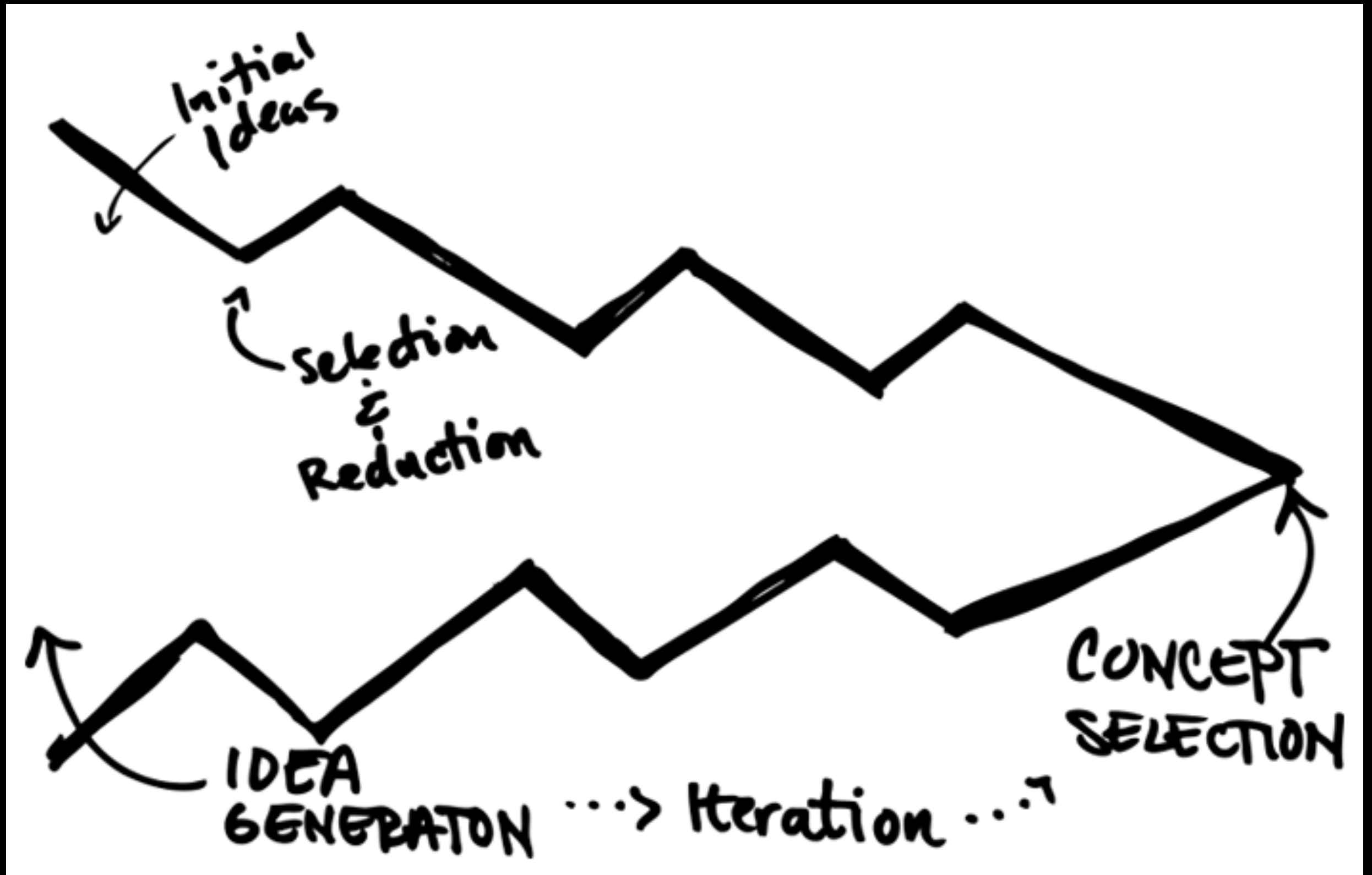
YOUR STORY ON

ONE PAGE

# Definiere Anfang, Mitte, Ende



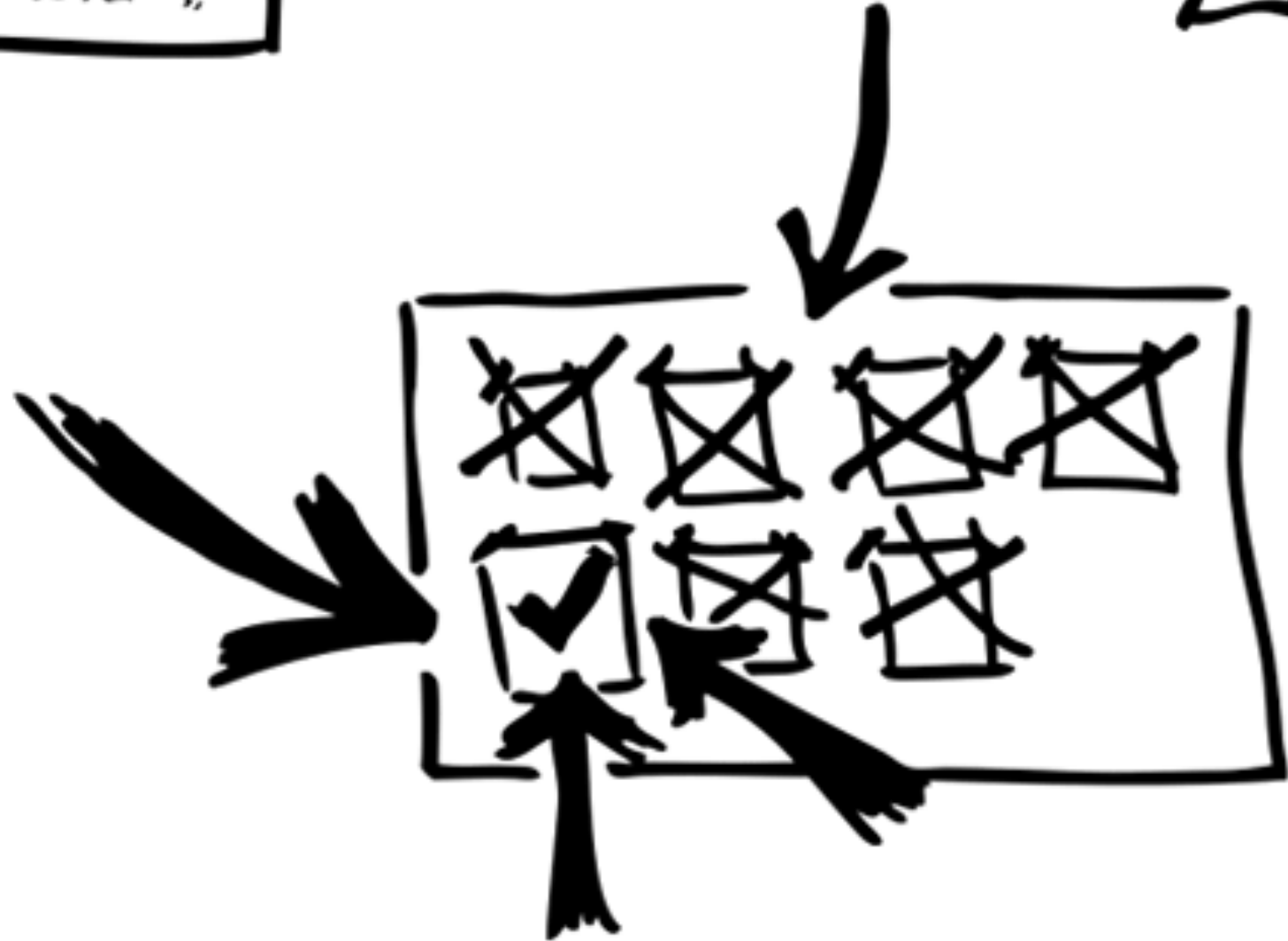
Iterate, shape, reduce.



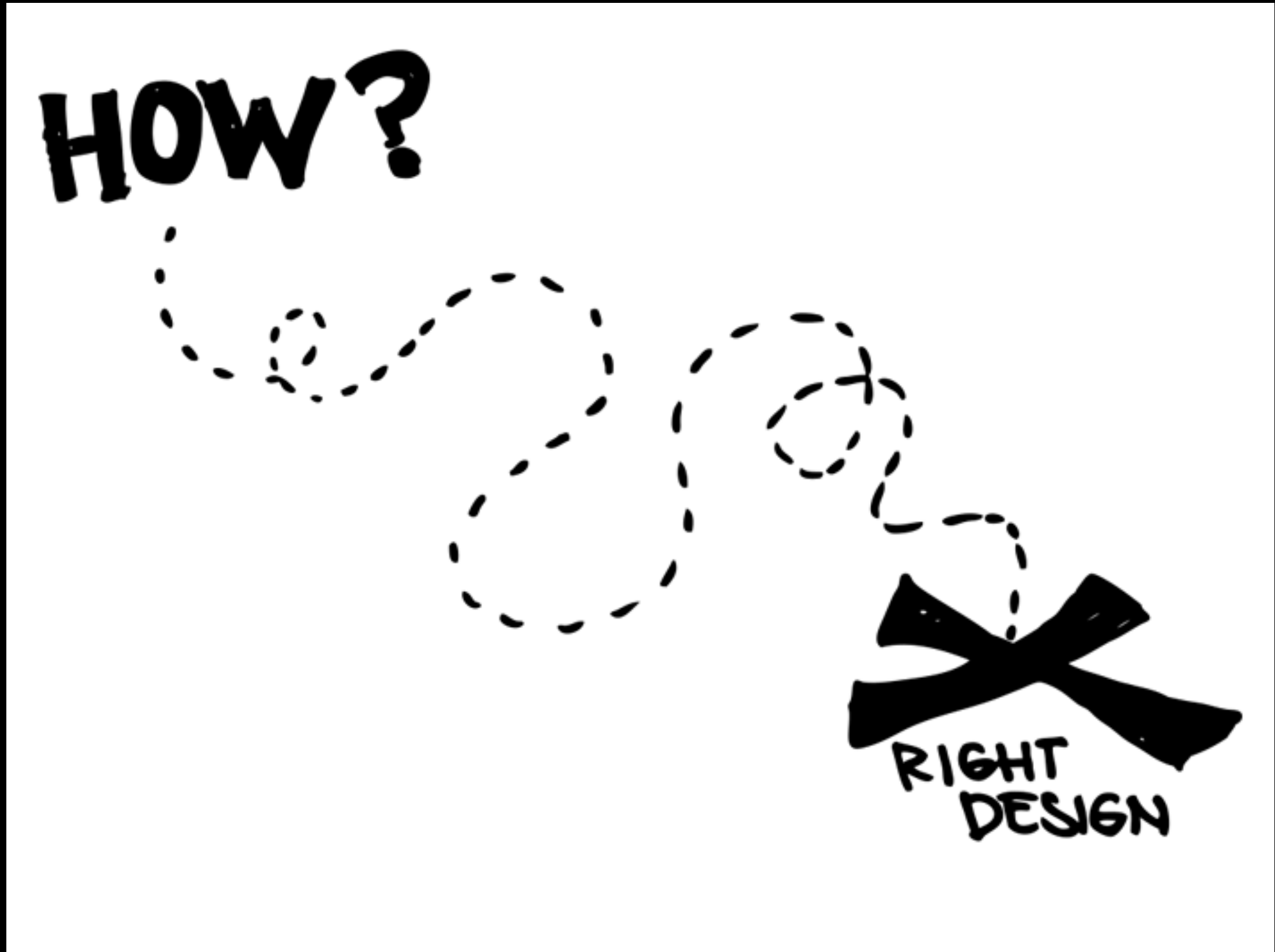
<http://konigi.com/book/sketch-book/why-we-sketch>



Define the storyline.



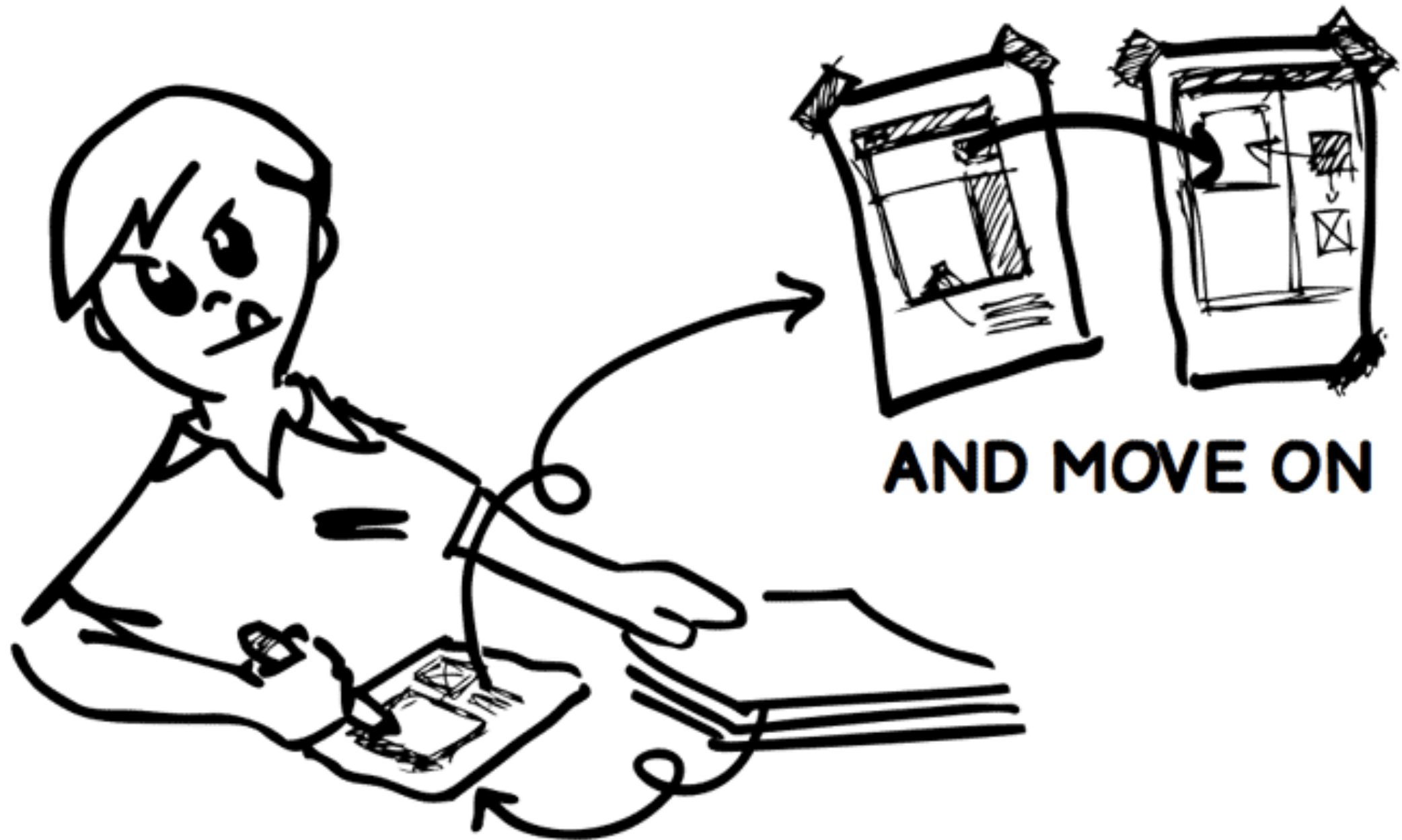
From idea to completion: Not a straight line.



<http://konigi.com/book/sketch-book/why-we-sketch>

Work fast, trust that the shape will be revealed.

## **CAPTURE THE ESSENCE**





ONE MORE THING...

„A significant number of people are willing to spend significant amounts of time with articles that are relatively long, and are willing to share them —  
**in other words,  
there is a demand for things  
other than just shallow clickbait.”**

SHOW  
THEM  
THIS:

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betaworks / future of media / media

The news about reader attention and the evolution of media isn't all bad — there's the “hill of Wow”

by [Mathew Ingram](#) JUL. 16, 2014 - 11:15 AM PDT

10 Comments +1

A▼ A▲

**SUMMARY:** *The future of online media may look like a bleak landscape filled with shallow clickbait and pageview-driven sharing by people who haven't even read the entire article, but Betaworks CEO John Borthwick says there is still hope for deeper forms of content*


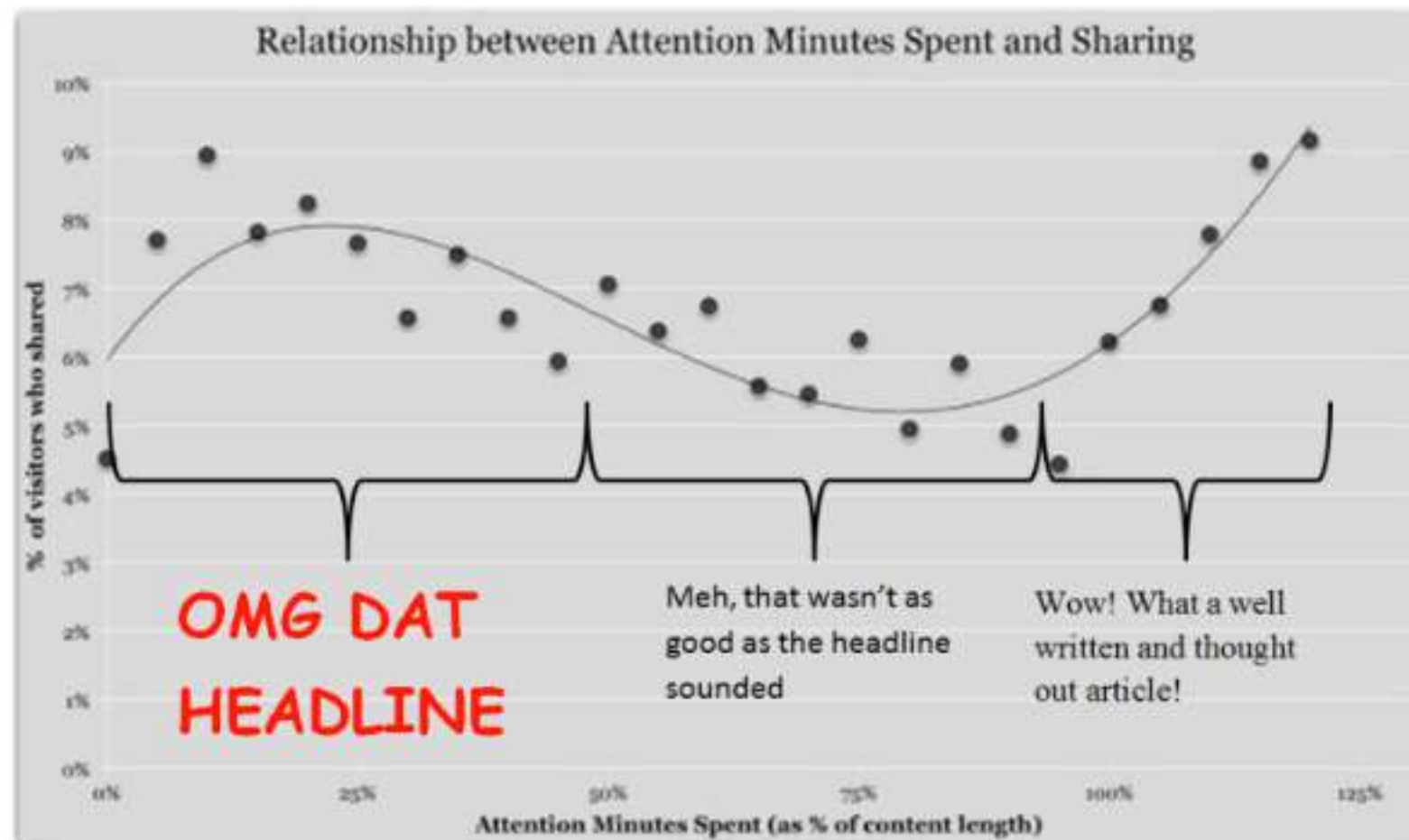


photo: Shutterstock / Lenar Musin

KEY  
POINT

— >





## *There is still the hill of Wow*

What this seems to show is that a significant number of people are willing to spend significant amounts of time with articles that are relatively long, and are willing to share them — in other words, there is a demand for things other than just shallow clickbait. And looking at the data on the number of articles that are saved to Instapaper (which Betaworks acquired last year) seems to support this conclusion, [Borthwick says](#):

"What we saw is interesting. Reads are increasing over time for all domains and for some domains they are increasing a lot. This suggests that the Wow hill of the curve is increasing, ie: some people are reading more, not less."

WHICH  
MEANS

— - >

Tell a story.  
Six words,  
many words,  
audio narrative  
cool photos,  
awesome video,  
visual data.  
Whatever.

But do tell a story.

<http://bit.ly/Chisinau2017>



THANK YOU!

