
Storytelling, Heroes, and Getting it Write

October 26, 2015

Pop Quiz

1. What is the average person's attention span when reading?
2. What's the most effective learning strategy?
3. What are three elements of every story?
4. What are the Hero archetypes?
5. What was the staff size of the NYT news room in 2000 and what is it today?
6. What is the airspeed velocity of an unladen swallow?



How people learn and remember



KNOWING YOUR AUDIENCE

Three direct audiences – Media, Reader, Client

Media / Readers



ARCHITECTURAL
DIGEST



VOGUE

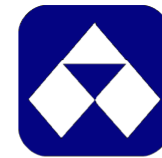
The Record
NORTH JERSEY'S TRUSTED SOURCE

The New York Times

FINANCIAL TIMES

Plastics News

Clients



ALCOA



American
Red Cross

Deloitte.

Goldman
Sachs

L
V
LOUIS VUITTON



DOMINIQUE ANSEL
BAKERY



Five questions for every scenario

Who are we writing for?

What are we writing about?

When are we writing?

Where are we writing?

Why are we writing?



Scenario #1

Who are we writing for?



The Record
NORTH JERSEY'S TRUSTED SOURCE

What are we writing about?



When are we writing?



Where are we writing?



Why are we writing?



Scenario #2



Who are we writing for?



What are we writing about?



When are we writing?



Where are we writing?

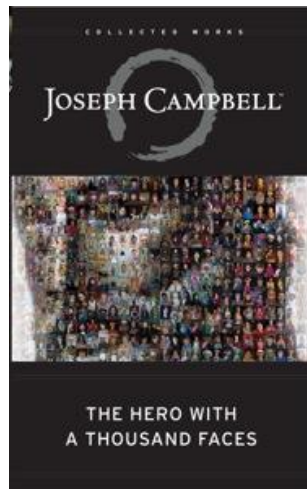
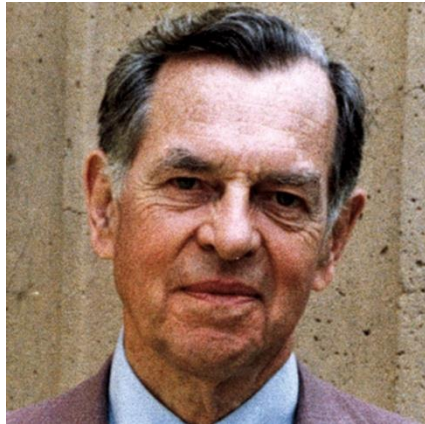


Why are we writing?



BUILDING YOUR NARRATIVE

Joseph Campbell and The Hero's Journey



“The usual hero adventure begins with someone from whom something has been taken, or who feels there is something lacking in the normal experience available or permitted to the members of society. The person then takes off on a series of adventures beyond the ordinary, either to recover what has been lost or to discover some life-giving elixir. It's usually a cycle, a coming and a returning.”

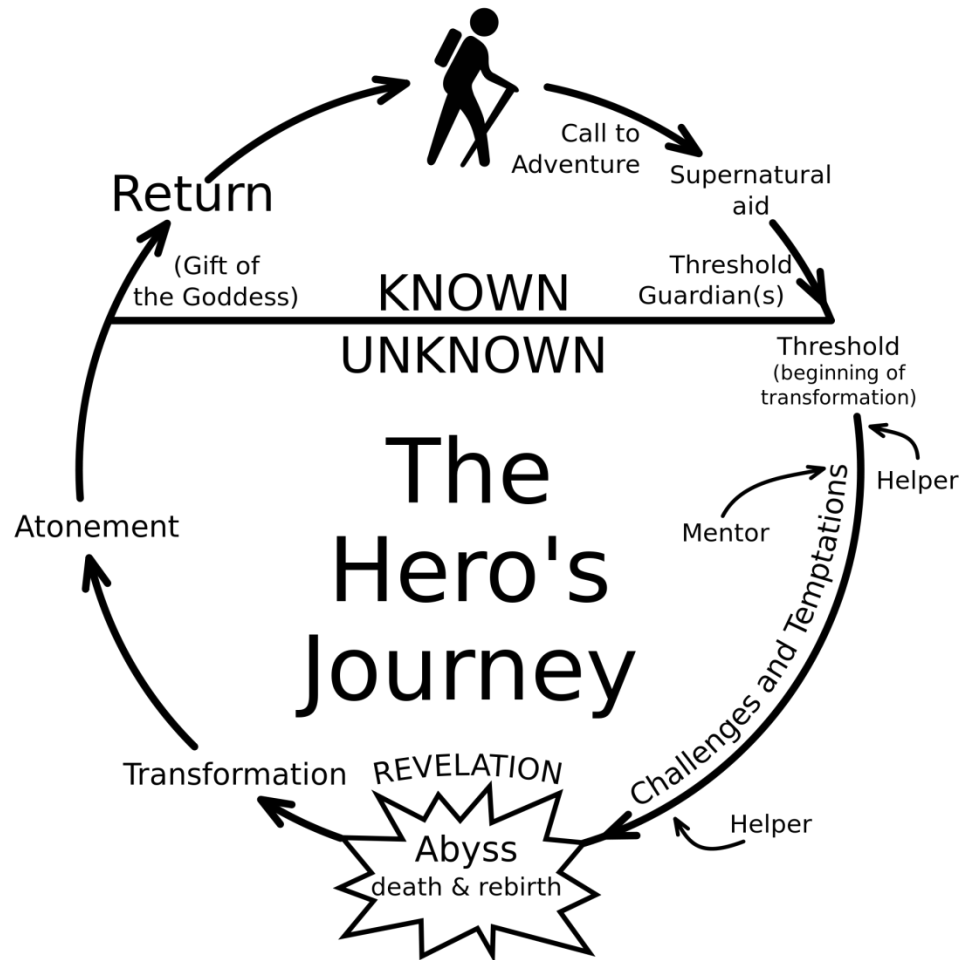
Joseph Campbell – *The Hero With a Thousand Faces*– 1949



Learning through myth and legend



The Hero's Journey



Joseph Campbell – *The Hero With a Thousand Faces*– 1949



Finding the Hero: Story #1



In distant war zones, unusual non-profit aids U.S. troops



Finding the hero: Story #2

THE WALL STREET JOURNAL.

What Celebrities Can Teach Companies About
Social Media



THE RITZ-CARLTON®

KASHFIA MEDIA

shareablee



Finding the Hero: Scenario #1

Who are we writing for?



The Record
NORTH JERSEY'S TRUSTED SOURCE

What are we writing about?



When are we writing?



Where are we writing?



Why are we writing?



Finding the Hero: Scenario #2



Who are we writing for?



What are we writing about?



When are we writing?



Where are we writing?



Why are we writing?



Pop Quiz

1. What is the average person's attention span when reading?

Answer: 8 Seconds

2. What's the most effective learning strategy?

Answer:

3. What are three elements of every story?

Answer:

4. What are the Hero archetypes?

Answer:

6. What was the staff size of the NYT news room in 2000 and what is it today?

Answer:

7. What is the airspeed velocity of an unladen swallow?

Answer: 11 Meters per second



Questions?



Thank you.

KCSA Strategic Communications
880 Third Avenue, 6th floor, New York, NY 10022
www.kcsa.com

Lewis Goldberg
Managing Partner
212.896.1216
lgoldberg@kcsa.com

