Why stories matter

Persuasive stories and how to find them
Wonk doesn’t win
Solutions journalism

- People don’t just want to hear problems, they want to see solutions.
- Report and explain credible responses to social problems.
- Engage readers.
Policy changes lives ... and stories sell policy
Street vending

Goal: Overturn Chicago’s ban on food carts

Wonk: economic-impact report

Story: Claudia Perez
Claudia Perez
Success:

- Video viewed more than 1.1 million times
- Claudia and Illinois Policy interviewed on every major news outlet in Chicago
- Moved public opinion
- Because of this, aldermen became receptive and hungry for our numbers
- City Council voted to overturn ban
Manufacturing
https://www.illinoispolicy.org/reports/heavy-metals-behind-the-fall-of-illinois-industry/

Jesse Huerta
Marty Flaska
https://www.illinoispolicy.org/reports/heavy-metals-behind-the-fall-of-illinois-industry/

Marty Flaska
Goals:

- Educate the public on why we need workers’ compensation reform and property-tax reform
- Reforms to these policies exist in the governor’s “Turnaround Agenda”
- Package stories with out-migration research and arguments for policy solutions
Finding sources
Cold calls

Asking your partners

Tap into coalitions

Case workers, other people-facing roles

Scour the news for leads

Get creative