

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

<https://www.facebook.com/illinoispolicy/videos/vb.56680318666/10153018450388667/?type=2&theater>

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



Claudia Perez

Manufacturing



Jesse Huerta

<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

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