

4 Things I Know About Storytelling

September, 2016
Benny Johnson
IJR.com

What is John Kerry wearing?



Ask it.





NEW THIS MORNING

TUE 10P

OBAMA'S FINAL STATE OF THE UNION



"I WANT TO FOCUS ON OUR FUTURE"



IN CALL OF THE ANGRIST VOICES" IN HOW WE TREAT IMMIGRANTS 4-NEWS DONALD

UN

Access / 20

HOLLYWOOD

LOC

first.

Access
HOLLYWOOD





What Happens?


hot new rising controversial top gilded wiki promoted

 **VIDEOS** **/r/PoliticalVideo**  

↑ 910 ↓  **Best of /r/videos 2015 Winners** (self.videos)
submitted 12 days ago by TheMentalist10 [M] - stickied post
118 comments share

1 ↑ 1567 ↓   **"Mr. Secretary, who are you wearing?"**  (youtu.be)
submitted 3 hours ago by haonconstrictor
133 comments share

2 ↑ 3920 ↓   **Just when I thought it was safe to make some night waffles**  (youtu.be)
submitted 12 hours ago by sillymuffincakes
250 comments share

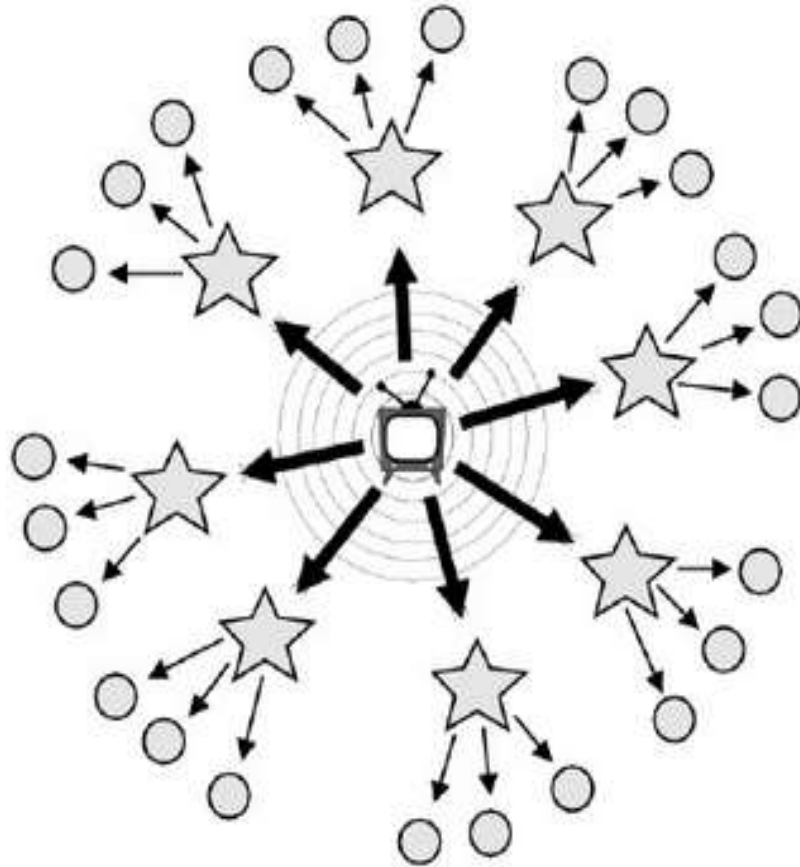
3 ↑ 1397 ↓   **Aussies get fired up during two-way prank call**  (youtu.be)
submitted 9 hours ago by sukmeoffnekstation
104 comments share

Things I Know About Storytelling

1. Be authentic

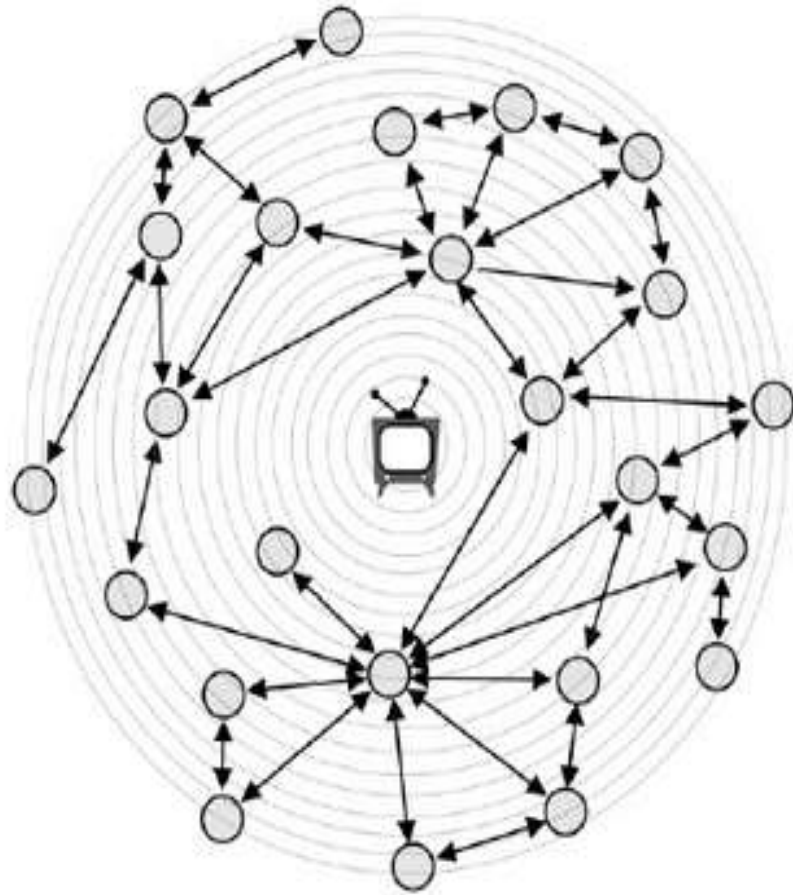


The Way Things Were



**Broadcasters and advertisers
decide what is popular...**

The Way Things Are Now



We decide together!

Things I Know About Storytelling

1. Be authentic
2. Know your audience



What do you do?



- Ignore
- Put out a press release
- Sit down with a Sunday Show



Knowing our audience:



Report Results

INDEPENDENT JOURNAL REVIEW EXPERIENCE THE NEWS

Total National Audience : 33,077,599
National Media Value : \$ 535,503.00
Total Audience : 50,426,259
Media Value : \$ 340,108.91

Lindsey Graham Destroy his Cell Phone

Muppets of Congress



User Generated



Things I Know About Storytelling

1. Be authentic
2. Know your audience
3. Create interaction

Bloomberg Politics



rubio hits kid with football



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Marco Rubio throws a football into a kid's face in Iowa | GQ

www.gq.com/story/marco-rubio-hits-kid-in-face-with-football ▾ GQ ▾

Aug 18, 2015 - Here's a Video of Marco **Rubio Hitting** a **Kid** in the Face with a **Football**.
By. Clay Skipper. Photographs by. Getty Images. August 18, 2015 2:43 ...

WATCH: Rubio Hits Kid in Face with Football - Fox Nation

nation.foxnews.com/2015/.../watch-rubio-hits-kid-face-footb... ▾ Fox Nation ▾

Aug 18, 2015 - By Eric Garland, The HillSen. Marco **Rubio** (R-Fla.) may have attended college on a **football** scholarship, but a recent toss of the pigskin didn't ...

Marco Rubio's football fumble: Presidential hopeful accidental...

www.today.com/.../marco-rubios-football-fumble-presidential-hop... ▾ Today ▾

Aug 19, 2015 - Marco **Rubio's** **football** fumble: Presidential hopeful accidentally **hits kid** with ball. Aug. ... Pass fail: Marco **Rubio** clocks little **boy with football**.

Things I Know About Virality

1. Be authentic
2. Know your audience
3. Create interaction
4. Experiment