

Storytelling & Story Collection

Building an 'engagement hub'

Consumer Reports

DCN, September 2016

**“The real challenge is, how do we move
people from informed to engaged?”**

- Knight Foundation

What CR's been known for since 1936

(product information)



Bottom Freezer



French Door



[Overview](#) [Ratings & Reliability](#) [Recommended](#) [Buying Guide](#)



Today, it's not enough

Lots of competition – including our own subscribers

amazon
Prime

★★★★★ **Good choice**



★☆☆☆☆ **Do not buy!**

★★★★☆ **Might be a defect, not sure**



★☆☆☆☆ **Too much trouble**

Like you, we're trying new story formats...

VR Tour of CR's Auto Test Track



'Social short' & mobile first content





Facebook Live



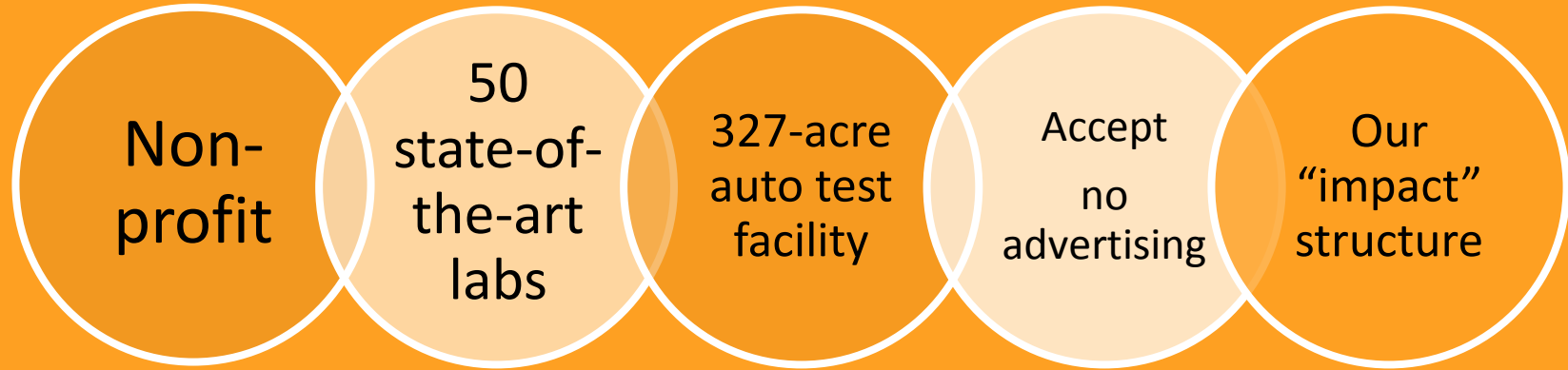
But with so much information out there ...

 **What makes our
storytelling
different?**

 **Where will we lead
in the marketplace?**

 **How can our content
move people from
informed to engaged?**

What makes CR different?



Where will we lead?

Content + Mobilization + Policy



Storytelling



Story Collection

=



Story
Deployment

Impact

How can our stories move people to engaged?



Story Selection



Story Collection

Phase 1

Products, plus...

Creating 'impact' stories

The Student Debt Crisis **LIVES ON HOLD**

Millions of Americans who went to college seeking a better future now face crushing debt from student loans—while the industry makes a handsome profit. How a broken system landed so many in this mess.

From Reveal from the Center for Investigative Reporting

[Read More](#)



MARVIN LOGAN JR.

Kent State University, '15

0:00 / 17:38



SHARES
3.8K



SUFFERING FROM STUDENT DEBT?

Don't know how you are going to pay for college?

America's higher education system is broken, leaving families and young people confused about how to pay for college and too often saddled with debt. Share your story with Consumer Reports so we can fight for change.

Share Your Story

Story Collection

2 America's Antibiotic Crisis

Storytelling

Online

6 Videos + Social

Print



#SlamSuperbugs

America's Antibiotic Crisis

Story Collection



In the ongoing war of human vs. disease-causing bacteria, the bugs are gaining the upper hand. Deadly and unending, they're becoming more and more difficult to kill.



'Be your own advocate'

KELLIE PEARSON recovered from a life-threatening case of C. diff caused by antibiotics she got in the hospital. But shortly after, she says, her doctor wanted to prescribe a broad-spectrum antibiotic to prevent infection in her incision. "I was shocked because that could trigger the C. diff all over again," she says. Her takeaway: "You have to be your own advocate."



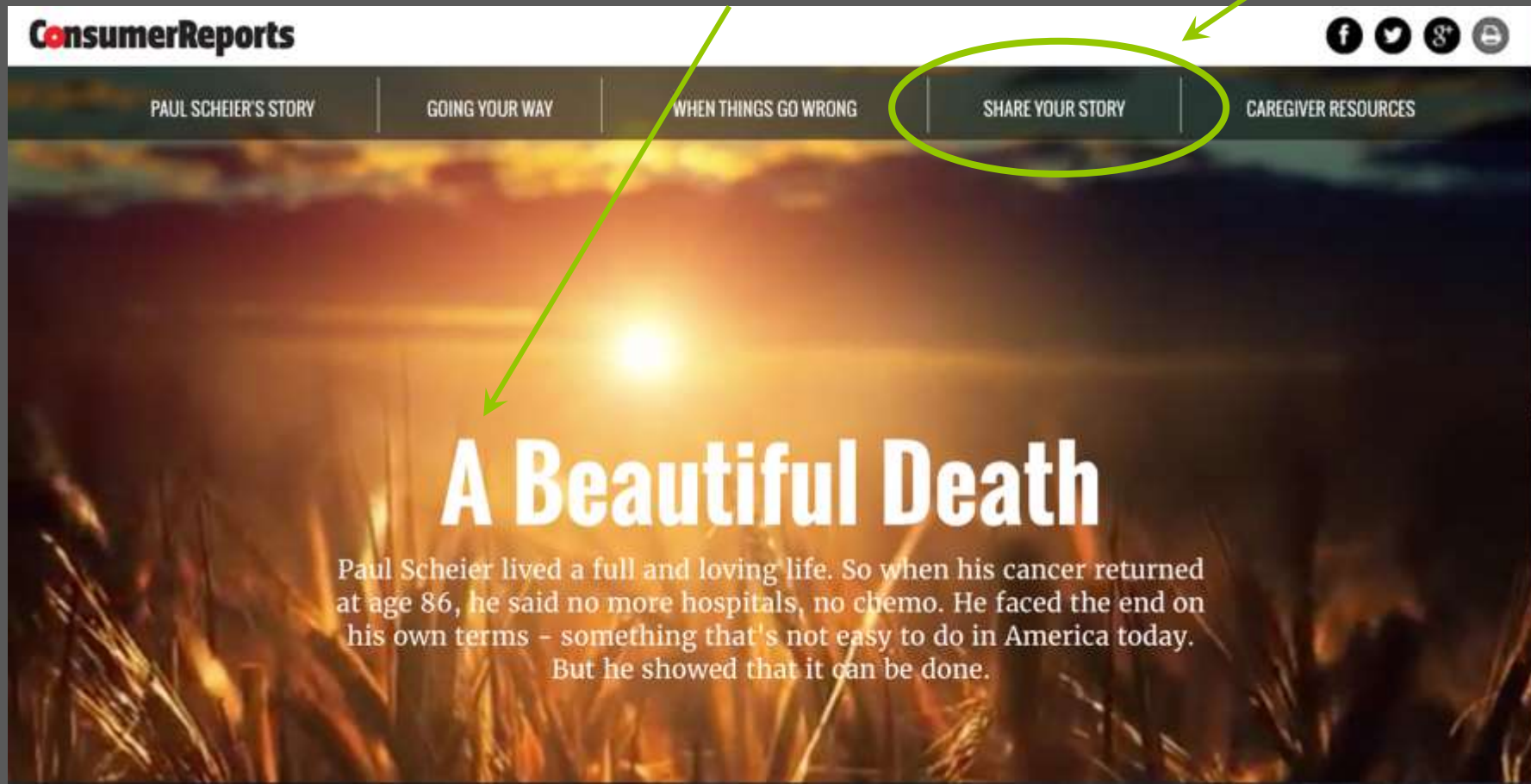
Share your infection story.

3

End of Life

Storytelling

Story Collection



ConsumerReports

PAUL SCHEIER'S STORY

GOING YOUR WAY

WHEN THINGS GO WRONG

SHARE YOUR STORY

CAREGIVER RESOURCES

A Beautiful Death

Paul Scheier lived a full and loving life. So when his cancer returned at age 86, he said no more hospitals, no chemo. He faced the end on his own terms - something that's not easy to do in America today. But he showed that it can be done.

**How are collected stories
used?**

A 'stories' database

150,000+ stories

130+ topics

The screenshot displays the 'stori.es' website interface. At the top, the logo 'stori.es' is visible with a honeycomb pattern. Navigation links include 'View Stories' and 'View Collections'. A user profile 'christoph (Consumers Union)' with 'Help' and 'Sign out' links is in the top right. Below the navigation, there are tabs for 'Summary', 'Stories', 'Builder', and 'Documents'. A search bar with a magnifying glass icon and the text 'search stories...' is present. To the right of the search bar is a dropdown menu set to 'Created (Newest)' and a 'Map' button with a location pin icon. Below the search bar, it says 'Showing 163 Stories'. The main content area features a story titled 'Student loan ripoff' by 'Paul Suits'. The story text reads: 'I was dislocated worker back in the early 90's after the company I worked for went bankrupt. I returned to school to get my degree but had to take out student loans to make it happen. After I graduated...'. Below the story text are 'Tags' including '2016eddebtcover', 'affordable education', 'education', 'student loans', and 'student-loan'. On the right side, there is a 'Collections' section with two items: 'Degrees of Debt' and '2016 Education Debt Stories'. Two black arrows point from the text above to the interface: one from '150,000+ stories' to the 'Showing 163 Stories' text, and another from '130+ topics' to the 'Collections' section.

stori.es

christoph (Consumers Union) Help Sign out

View Stories | View Collections

Summary Stories Builder Documents

Search

search stories...

Created (Newest)

Map

Showing 163 Stories

Story

Student loan ripoff

Paul Suits

I was dislocated worker back in the early 90's after the company I worked for went bankrupt. I returned to school to get my degree but had to take out student loans to make it happen. After I graduated...

Tags

2016eddebtcover × affordable education × education × student loans × student-loan ×

Created Aug 08, 2016
Modified Aug 08, 2016

Collections

Degrees of Debt

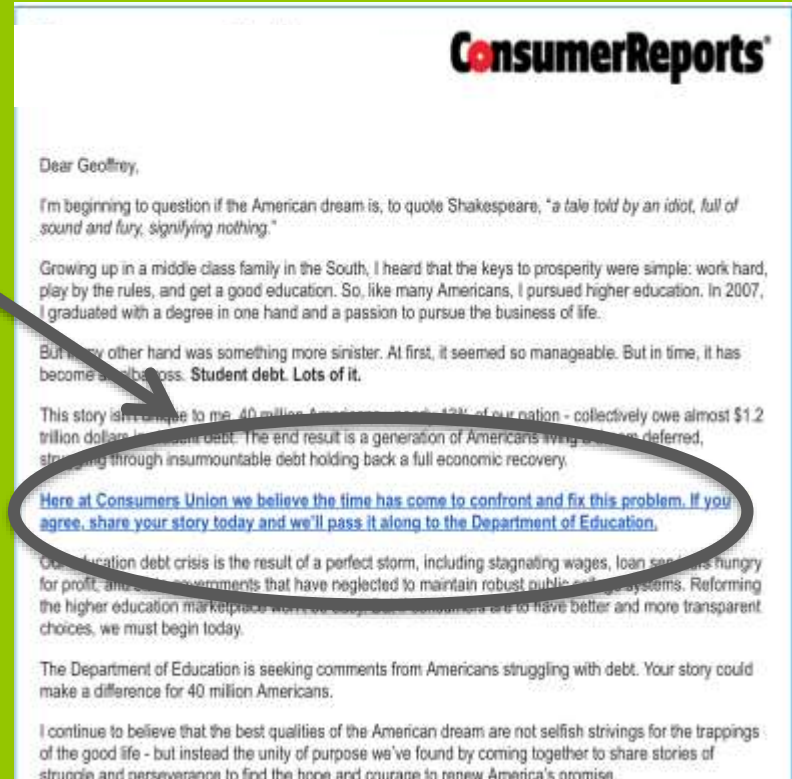
2016 Education Debt Stories ×

Pattern match for messaging frames

Outreach to cultivate consumer engagement

Take quotes for work on Capitol Hill

Share powerful examples on email & social
and with other media & advocacy groups



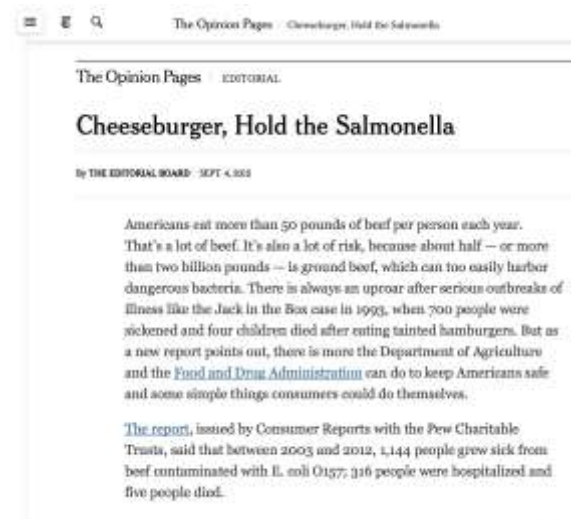
What does impact look like?

Impact

12 of the lowest scoring hospitals for infections responded with **promises to improve** →



NYTimes Editorial Board calls for stricter food safety regulations, citing CR →



Big chains (McDonald's, Taco Bell) pledge to **curtail antibiotic use** in their meat production