

NOVEMBER 5 | PUBLIC AFFAIRS COUNCIL

Storytelling for Advocacy – Part I



WASHINGTON DC | LONDON | DOHA | SINGAPORE

Quick Introductions



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VP, Media Production

Brings stories to life
through video.



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Senior Account Director

Finds the stories that
influence opinion.

The Agenda

01. About NJI

A company of storytellers.

02. The Power of Stories

Perspectives from inside and outside public affairs.

03. The Storytelling Setup

The stories you should tell and how you should tell them.

04. The Finer Details

Tricks and tips for building your storytelling capabilities.

05. Questions

Let's hear em.

About NJI

A company of storytellers.

01

Our Focus

We solve complex public affairs
challenges with audience-driven
strategies, exceptional creative,
and full-service partnerships.

Our Focus

We tell stories.

Our Capabilities

Strategy & Campaigns

- ✓ Audience and Market Insights
- ✓ Content Strategy
- ✓ Issue and Reputation Advocacy
- ✓ Paid Media
- ✓ Project and Stakeholder Management

Creative & Video

- ✓ Animation and Motion
- ✓ Brand Development
- ✓ Data Visualization
- ✓ Illustration and Iconography
- ✓ Print, Layouts, and Reports
- ✓ Video Production

Experience & Innovation

- ✓ AI Integration
- ✓ Event Design and Production
- ✓ Product Demos
- ✓ Virtual Production
- ✓ VR/AR Development
- ✓ 3D Modeling and Visualizations

Web Development

- ✓ Custom Website Development
- ✓ Database and IT Infrastructure
- ✓ Open-Source CMS Customization
- ✓ Third-Party Integration Development
- ✓ User Experience and Interface Design

The Power of Stories

Perspectives from inside and outside public affairs.

02

“The most powerful person in the world is
the story teller.”

Steve Jobs
Founder of Apple

THE POWER OF STORIES

An Example: ASPCA

Every day in America
thousands of animals suffer
from cruelty and neglect



THE POWER OF STORIES

An Example: RSPCA ([Link](#))



THE POWER OF STORIES

An Example: Congressional Hearing

HOUSE OVERSIGHT AND ACCOUNTABILITY HEARING

“Mattie is a 15-year old from Georgia...Tumors grow on every on every single level of his spine and in his chest wall.”



The Storytelling Setup

The stories you should tell and how you should tell them.

03

THE STORYTELLING SETUP

Goals of Storytelling

1

Humanize Your Industry

Fight against labels like “Big Industry.”

2

Reinforce Reality

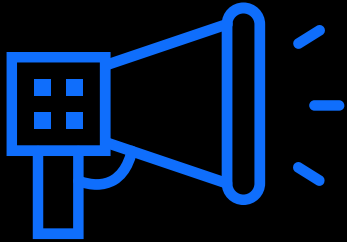
Share the real-world proof points of policy.

3

Achieve Stickiness

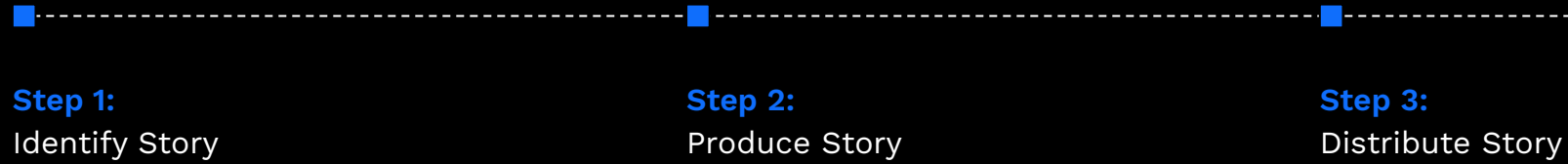
Become the reference for “I read somewhere...”

Storytelling in the Big Picture



Storytelling is a means of amplifying your message. It is a **complement** to lobbying, PAC engagement, and other forms of advocacy.

Storytelling Process



Storytelling Process



Step 1:
Identify Story

Step 2:
Produce Story

Step 3:
Distribute Story

Step 1: Identifying Stories

The storytelling process begins by asking yourself these questions:

- What are the biggest misconceptions about your industry or organization?
- What is something you wish everyone understood better?
- What are the stories you feel confident in telling?

Storytelling Process



Step 2: Producing Stories

Producing a story is a balance of time, access, and resources:

TIME

- Is there urgency around telling this story?

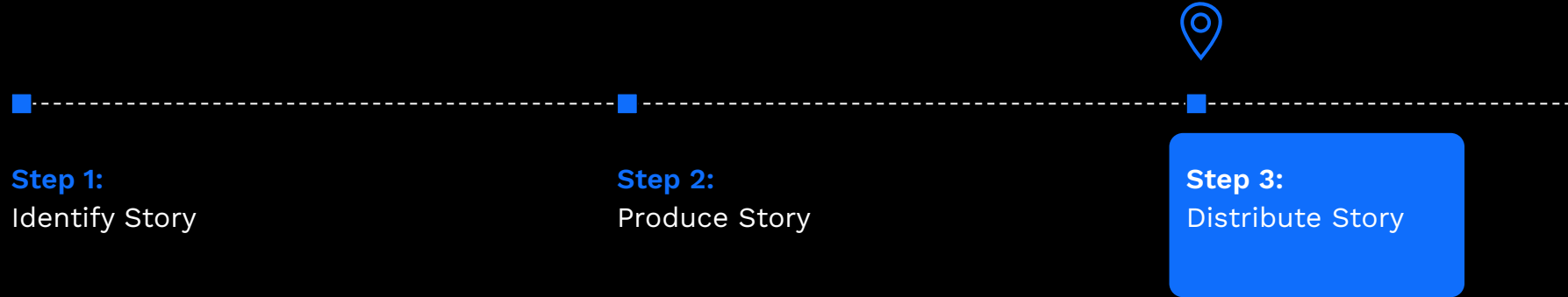
ACCESS

- What do you need to be able to tell the story sufficiently?

RESOURCES

- How much do you want to invest in telling this story?

Storytelling Process



The Finer Details

Tricks and tips for building your storytelling capabilities.

04

Video Storytelling Scale

AMATEUR:

Selfie style.

CONSIDERATIONS

- Authentic.
- Easy to capture.
- Limited use for making ads.

CREATOR:

Upgraded equipment.

CONSIDERATIONS

- Maintains authenticity.
- Kits can be customized.
- Requires some editing.

PROFESSIONAL:

A film crew.

CONSIDERATIONS

- Most versatile footage.
- Ability to capture multiple stories and related b-roll.
- Professional quality can hurt authenticity.

Speaker vs. No Speaker

SPEAKER

Speakers help add authenticity to a video story, giving audiences someone to connect with.

- The best speakers are those most affected by policy: workers, voters, patients, etc.
- Authentic stories rely on careful prompts, but no scripts.
- Executives can also be storytellers, but their message needs to be carefully crafted.

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NO SPEAKER

Sometimes you don't have the perfect speaker, or you need to put together a video on shorter notice.

- Text and stock footage can work, but it has to be curated.
- Illustration is a way of providing context and detail without needing to film.