Ways to tell your story

As much of the content we produce now goes into both in print and online formats, we need to develop new ways to capture our audience’s attention. In part, that requires innovate and more visually interesting approaches to presenting material. Here are a few different ways you can share your story.

Traditional feature article or release: “Our Bias”

Day in the life of: How Fredrik Eklund, Broker and Reality TV Star, Spends His Sundays

Q & A: “Yayoi Kusama: ‘A letter from Georgia O’Keeffe gave me the courage to leave home’”

With a slideshow of images/collage of photos and captions: A Capacity to Endure

With a video or podcast (if story is shared virtually). A Day in the Life: High School Social Work (Full)

In a list: “Sixteen Classic Poems that Will Change your Life”

Advice column: “The Syllabus as a Contract”

First-person narrative: “My Idea of Fun”

In a poem: “Litany” by Billy Collins
“A loaf of homemade bread for two bucks at the Agriculture Buff.”
ROB TROUPE, BEd'02

“STM soup and a biscuit.
I’m not sure my long days at The Sheaf would have been as productive if not for that wonderful, wonderful cafeteria.”
MARK FERGUSON, BA'03

“Marquis. Rosemary roasted turkey with pan gravy, bacon and raisin stuffing and mashed potatoes every Thursday: it’s like Christmas once a week.”
JEFF DRAKE, BA'94
UNIVERSITY MARKETING AND COMMUNICATIONS STAFF

“A bran muffin and a bucket of coffee from the Arts Buff; eaten in the fish bowl if no seats available.”
KAREN GIBBS HORSVATHS, STUDENT FROM 1987-1989

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“Le Crêpe Bistro is the only place of its kind in Saskatoon. They make them fresh when you order so they’re always nice and warm and the menu has a ton of options. I like the sweet crêpes best.”
TERI PARKHURST, BA'06
UNIVERSITY MARKETING AND COMMUNICATIONS STAFF

“Veggie sandwich with cheese on Texas bread at the ‘old’ Louis. It was ridiculously cheap and you could sit for hours in those 70s style chairs.”
JESSICA ELFAZ, BCOMM’02

“Marquis was the place to go when I was a student. I used to love the chips and gravy—but I don’t know if I want my grandkids to read that!”
GRIT MCCREATH, BEd’91
U OF S BOARD OF GOVERNORS MEMBER

“I recall a garlic-laced Caesar salad that was less than $2 from any of the Food Services outlets but you had to ensure that you had your toothbrush and toothpaste, especially if you had afternoon classes.”
MELANIA SOROKA, BA’94,
DIRECTOR OF U OF S ALUMNI RELATIONS

“A bran muffin and a bucket of coffee from the Arts Buff; eaten in the fish bowl if no seats available.”
KAREN GIBBS HORSVATHS, STUDENT FROM 1987-1989

“Mulligatawny soup at the STM cafeteria circa 1999. And fajitas in the Arts Buff around 1996. And of course the Das Clubber at Louie. I could go on…”
DR. DONNA CAMERON, MD'02

“Santa’s Pizza before Taco Bell or Tim Hortons existed! The perfect blend of pizza, beer and shag carpet.”
AMANDA STALWICK, MEDUC’05

“The butter chicken from Mrs. Vanel’s in Lower Place Riel. So unexpectedly good that I could eat it every day.”
PIERRE WILKINSON, GRAPHIC DESIGNER
INFORMATION COMMUNICATIONS TECHNOLOGY
By the numbers (similar to an infographic)

**110**
Elementary school students who were selected to exhibit their artwork at the IU Art Museum during Youth Art Month.

**101**
Videos posted by IU South Bend new media students at iu.edu/newmamedia.

**113**
Days for the Summer Festival of the Arts, which includes arts programming on each of IU’s campuses.

**1,100**
Performances by the IU Jacobs School of Music each year, including up to seven fully staged operas.

**16,500**
People who schedule a tour at the IU Art Museum in a year.

**10,000**
Books used by internationally known artist and writer Buzz Spector to create five sculptures exhibited in the IU Grunwald Gallery of Art.

**15**
Professors completed in one year through the Basile Center for Art, Design and Public Life—a program where Herron School of Art and Design students and faculty partners with local businesses, nonprofits, and government agencies.
With a graphic comic strip
Using Storify or Twitter snapshots
As an infographic
Through illustration