

A stack of several rolled-up newspapers is shown on a light-colored surface. The newspapers are slightly unrolled at the ends, revealing some text in Bengali. The background is a blurred wooden railing and greenery, suggesting an outdoor or semi-outdoor setting. The lighting is soft and natural.

How to showcase your story

A fresh vision for media



What we will cover

1. About the Daily Encourager
Questions
2. What makes a good story?
3. Story tips and tricks
Questions



About the Daily Encourager

The Daily Encourager is a charitable trust with the aim to enhance the education, health and spirit of New Zealanders by publishing stories online and in print.



Our mission

Our [mission](#) is to build a better and stronger New Zealand society where:

- People are acknowledged and celebrated
- Personal responsibility and giving back is encouraged
- Community is nurtured
- Important societal issues are highlighted from a hope perspective
- Creativity is harnessed



Blue Ocean Strategy

Eliminate

Sensationalism
Stories that judge people
Shaming people
Breaking news
Negative news
Motivated by ratings (click bait)

Raise up

Trust and integrity
Truth and accuracy
Impartiality
Honest, real stories that are full of hope
Treating audiences and story sources
with respect
Serving the public good

Ref: Blue ocean strategy W Chan Kim & Renée Mauborgne

News that builds people up



Story values

Values	Explanation
Courage and Initiative	Real life experiences that demonstrate the strength and courage of the human spirit
Care and Compassion	Stories that demonstrate care for people and for the environment
Generosity	Stories that encourage giving back to society
Love and Grace	Stories that recognise the importance of love and the power of reconciliation
Creativity	Stories that inspire creativity
Celebrate and Honour	Respecting and honouring New Zealanders and celebrating our communities
Stimulate and Inform	Speaking courageously on issues important to NZ society from a balanced and solutions-based perspective



www.dailyencourager.co.nz

Daily Encourager

News that builds people up | Ngā kōrero hāpai i te iwi

People

Education

Health

Arts & culture

Science & Technology

Business & Innovation

Our Planet

Global

Celebrate and honour

Honouring New Zealanders
and celebrating our
communities

Generosity

Encouraging giving back to
society

Care and compassion

Showing care for people and
the environment

Featured Story



Our Mission

To build a better and stronger New Zealand society by encouraging and inspiring people.

[Read more](#)



Daily Encourager

Search for stories by our values

Care and compassion	102
Celebrate and honour	43
Courage and initiative	187
Creativity	95
Generosity	76
Love and grace	32
Stimulate and inform	106

News that builds people up



Category - Generosity



Celebrate and honour · Generosity · People

Cooking up camaraderie

January 6, 2021



Business and Innovation · Generosity · Global

New Zealand hair salons partner to change lives in Africa

December 21, 2020



Care and compassion · Generosity · Our Planet · People

Refugee lawyer turns to helping native birds

December 17, 2020

Search Results For - charity



Arts and culture • Courage and initiative • Health • People
Covid-19 can't kill teen's charity concert dreams

September 21, 2020



Education • Stimulate and inform
Education charity shines spotlight on student learning...

July 1, 2020



Care and compassion • Generosity • Love and grace • People
Helping one mum leads to helping many

October 19, 2020



Business and Innovation • Courage and initiative • Generosity • People
Cancelled holiday deposits fund more bikes in schools

October 2, 2020



Arts and culture • Creativity • Generosity • Health
The art of changing lives

September 7, 2020



Care and compassion • Generosity • Health • People
Son's death motivates haven to help others

September 2, 2020



Business and Innovation • Courage and initiative • Health • People
Cardboard boxes and tug toys saving lives

August 25, 2020



Generosity • Love and grace • People
GrandFriends shares the joy of grandparenting

August 21, 2020



Hope Map Vision





Questions?

News that builds people up



What makes a good story?

News that builds people up



1. Demonstrates significant change or impact



Arts and culture · Creativity · Generosity · Health

The art of changing lives

September 7, 2020

” There is not a day when I don't get excited about coming here.”



2. Includes passionate people



Care and compassion · Generosity · Love and grace ·
People

Helping one mum leads to
helping many

October 19, 2020

” But when [my kaiāwhina] came into my life it was a new shoulder to lean on and a new ear to talk to.



3. Contains strong direct quotes



Courage and initiative • Health • People

Balcony collapse changes life

June 26, 2020

“ I’d never understood what it was like to have to ask someone to help me in the shower or to go to the toilet,” she says.



4. Creates emotion



Care and compassion •

Generosity • Health • People

Son's death motivates haven
to help others

September 2, 2020

” The medical team caring for James were incredible, and continue to be so, but there was no outside support. No one to help us process what was happening.



5. Has a personal face and characters



Celebrate and honour • Courage
and initiative • People

Old winning ways

March 20, 2019

“ It’s just what I’ve been doing all my life and you don’t give up unless you’ve got to.”



6. Is real and uses everyday language

Courage and initiative · Health · People

Leaving P behind

June 20, 2018 · by Rosemary McLennan





Is real and uses everyday language

Maarametua Williams is on a mission.

The Porirua mother of three wants to prevent people from having the experiences she's had on P and she has begun using what she learned to support people who want to leave P behind.

When it comes to what P will do to you, Maarametua is blunt.

All it takes is one puff

You will lose your dignity, family, friends, job, happiness, mind and pride —

You will rob, steal, cheat, lie and beg —

And end up broke, alone, homeless, in prison or dead.



Tips and tricks

News that builds people up



1. Always be on the lookout for story opportunities

Business and Innovation · Courage and initiative · People · Science and Technology

Young Head Distiller adds homegrown flavour to age-old industry

September 18, 2020 · by Hope Writer



News that builds people up



2. One main person to deal with



News that builds people up



3. Allow the journalist freedom



News that builds people up



4. Strong photos

Arts and culture · Courage and initiative · Creativity · Our Planet

Artful rubbish

April 18, 2019 · by Sharon Fowler



News that builds people up



5. Prompt responses back



News that builds people up



Questions?

News that builds people up