



# A GUIDE TO MORE COMPELLING STORIES ON DIVISIVE TOPICS

YOU'RE COMPLICATING THE NARRATIVES WHEN YOU...

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## 1. LISTEN DIFFERENTLY

- **Double check** to ensure you understand your source's perspective so you can **build trust** and get more accurate answers.
- Listen for **clues** or "**signposts**" (words like "always" or "never") and inquire when you hear them. That helps your source to **go deeper** and share more.



## 2. GO BENEATH THE PROBLEM

- Ask different types of questions that **go beneath** the issue to get to people's **deeper motivations**, not just their positions.
- **Keep it personal** with your questions so you get people **off their usual talking points**.



## 3. EMBRACE COMPLEXITY

- **Acknowledge the complexity** of a controversy. It makes audiences more **open to learning** about different viewpoints.
- Look at the same issue in a **different geographic location** or time in history. That helps your audience to broaden their understanding of the problem.



## 4. COUNTER CONFIRMATION BIAS

- Host **inclusive community convenings** for your audience. It's an opportunity to **build relationships across divides**.
- Use **graphics** to help explain facts connected to divisive issues so people are more likely to **consider information** they don't want to hear.