

Investigative Storytelling

Persona Continuity in Reporting (KA-MOD-017)

The art of structuring complex, evidence-based findings into a coherent and compelling narrative that maintains internal logic.

1. The Dual Mandate: Evidence & Narrative



The Investigation (Fidelity)

Focus on **Data Points, Metrics, Timelines** and **Source Citations**. This ensures credibility and verifiability.

The "What" and the "How"



The Report (Impact)

Focus on **Context, Causality, Motivation** and **Implications**. This ensures engagement and comprehension.

The "Why" and the "So What"

2. Persona Continuity: The Consistency Check



Definition: Internal Logic

The subject's **identity, motive, and behavior** must be logically consistent across the entire documented timeline, regardless of the complexity of events.



The Critical Failure: Inconsistency

If the subject acts with a contradictory motive or exhibits an uncharacteristic skill without explanation, the **entire narrative credibility collapses**.

3. The Structure: Guiding the Reader (Three Acts)



Act I: Setup & Inciting Incident

Introduce the **context, scope, and the initial problem** (e.g., the anomalous event, the target entity, the time frame).

Answers: WHO, WHAT, WHEN



Act II: Conflict & Analysis

Present the **evidence trail, key findings, analytical obstacles**, and **validated consistency of the persona**. This is the bulk of the data.

Answers: HOW (Did it happen), VALIDATION



Act III: Resolution & Conclusion

Provide the **final judgment, implications, risk assessment**, and clear **recommendations** for action.

Answers: SO WHAT, NEXT STEPS