

## The News Media Want Stories

- The news media inform the public by telling stories
- To get the media interested, we must tell them our stories



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## One of our stories

- John Doe saves \$10 a month to raise the down payment, for...
- One of the affordable homes just built by our partnership
- Bringing new life to a troubled neighborhood



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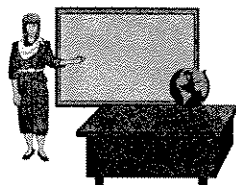
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## The Media Do *Not* Want

- Mission statements
- Good Intentions
- Jargon & Gibberish
- Background Information
- Generalities



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## Wow!

- major changes
- surprising developments
- profoundly new events
- significant shifts



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## Hmmm!

- thought provoking events
- ironic twists of fate
- reversals
- fresh new knowledge
- unimaginable events



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## Ritual Significance

- Opening Days
- Inaugurations
- Funerals
- Birthdays & Anniversaries
- New Beginnings
- End of an Era



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## Six Feature Story Formats

Few of our stories ever make Page-One news, but they can be feature stories. Six types of feature stories are:

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|--|---|
| 1. The profile<br>Who's behind it?                       | 4. Investigative piece<br>Who gains?...loses? Follow \$ |
| 2. The explanatory piece<br>How did it happen?           | 5. Narrative<br>Story behind the story                  |
| 3. Issues or trend stories<br>Big issue or trend at work | 6. Day in the Life<br>Close-up of process at work       |

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## Variables That Affect Stories

- Impact on the community
- Unique angles
- Conflict
- Celebrities
- Proximity
- Human interest



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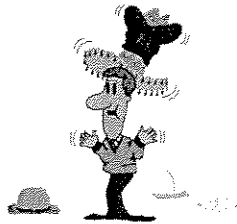
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## Impact on the Community

- How many people are affected?
- How much money?
- How large an area?
- How many jobs?
- How many residents?



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## Proximity: local angle

- local person makes good
- local event that reflects national trend
- local effect of national phenomenon (federal or state budget cut... reserve troop call-up)



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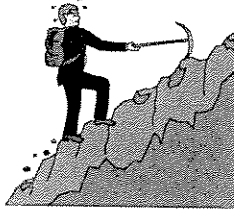
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## Human Interest

- overcoming adversity
- reversal of fortune
- struggling against odds
- reconnecting with lost loved ones
- miraculous encounter



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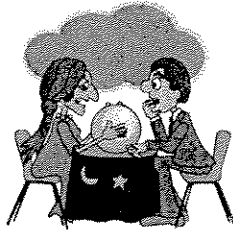
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## Part of a Trend

- reflection of national trend
- launching a new trend
- continuation of well-known trend
- alarming shortage, new abundance,



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## Newsworthy Elements in "Success Story"

- Human Interest--a determined effort against odds
- Impact on community--new housing for low and moderate incomes
- Trend: redevelopment in troubled neighborhoods



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## What are Your Stories?

- Triumphant against the odds?
- Reversing a trend?
- Confronting official obstacles?
- Harnessing the power of sweat equity?
- Reviving a dying neighborhood?
- Bringing together odd bedfellows in a partnership?

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