

Liz Warren keynote

**Storytelling Family**  
sit down. I'm going to tell you a story.  
grandma taught us who we were and where we lived.

**What is a Story?**  
A Narrative form that documents change



They work because they utilize the Genes  
see hear feel

**Narrative Capital**

make the memories stick



Stories Mirror life... they are organic extensions of us.

Your life is a Story

turn to the person next to you

amazed at how personal it was

people to talk

and tell a story that has meaning

Many Smiles

Tell stories orally - it's better!

We share face to face in real time

AND IT MAKES A DIFFERENCE

**Story Structure:**

People. Place. Problem. Progress. Point

how something came to be

- how it was before
- how things changed
- how things are now



learning (and lost)

We are asking for ideas. Share yours with us.

**Brent Downs**  
instill dignity @ St. Joseph the Worker



Joe: I don't want to go to work today

go to work + someone will take you to lunch

So Amazing! Picked me up in a car with wings!

I have the means now to buy a car w wings!

4 people  
4 place  
4 problem  
4 progress  
4 point

# the POWER of STORYTELLING

NINA MASON PULLIAM CHARITABLE TRUST - 11-13-2019

KATHY TULMELLO ANDREA TAYLER EVANS AL MACIAS MARK PHILLIPS MATT WENDT CARLEY KINTZ

What are the unique stories?



**IN RADIO:**  
We are looking for areas that are not getting covered.  
-aging

Trends in tech. w/ new generations breaking stories

Tell stories with ALL the emotions. Good stories are classic.

environmental consumer protection public service

HIRE A PROFESSIONAL PHOTOGRAPHER AND GET A RELEASE!

please send imagery

and give credit

**NEGATIVE Response**

Take in, Review, and Decide.

**Best Practices for getting Press:**

- know your audience
- have a great headline
- be honest in your pitch
- visuals are important
- be immediate w/ pitches
- be aware of what's happening (news/holidays)
- know submission guidelines
- pitch something unexpected (story + timing)
- write "my turn" columns

**Commit to telling Stories**

allow yourself to talk before you write and know the values your stories contain.

★ Leverage values to Adapt existing stories

**Social Media**

w/ Carley Kintz

the right message. the right person the right time. the right frequency



to tell a great story... evoke a reaction



Focus on long-term. content per platform test and analyze

**Connect: Get your story to the Right person.**

Develop the Relationships



26 Letters GRAPHIC RECORDING STUDIO 26letters.com