



What's Your Story?

A Horn Group Media Panel on The Elements of a Good Story
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What's Your Story?

- Your company may have a great story...but that's not enough
- To hit home with the media, your story has to be articulated well and stand out from the fray
- Is your PR team uncovering the story behind the story?
- Are they immersed in media dialogue and creative about generating interest in your company?
- Follow these rules to get the coverage you want



The Pitch

- Make it relevant – tie your story to today’s media issues and interests
- Identify the actors – great journalism is about people
- Back it up – data, statistics, numbers and proof
- Bring it to life – use anecdotes and customer examples
- Ask yourself “so what?” – empathy with the reader and the journalist is a must
- Take calculated risks – go off the record or give an exclusive
- Be a maverick – find 2-3 points on which to be bold

The Relationship

- Become a reporter's resource – it's not all about you
- Establish trust – communicate in good times and bad
- A controversial stance/personality is more important than being likable
- The best story ideas often come from going off script
- Make networking part of your media strategy – lunch with a reporter can lead to a story
- It can take many months to develop a story – keep at it

The Basics

- Know the audience – do your homework on the pub, its reader and reporter
- Communicate company, market and product in sound bites
- Talk business, not code
- Customers **are** willing to talk for the right opportunity
- No competition = No story (without it a seasoned reporter will dismiss you)

