

RECIPE FOR A SUCCESSFUL PRESS STORY

Story Ingredients

RIGHT TIMING

- Is it current? Did it just happen?
- Does it align with a trend in the news?

SIGNIFICANT

- Does it affect a large number of people?
- Will it have a significant impact on a unique group of people?

CLOSE PROXIMITY

- Will it potentially affect the readers of the outlet you want to the story to run in?

COMPELLING DATA

- Do you have facts, research, etc. that can back up any claims made?

HUMAN ELEMENT

- Data + human story that supports the data can be an effective combination.

INFORMATION

- Is it something that the readers could learn or benefit from?

UNIQUE ANGLE

- Has this story been told before? If so, is this a different perspective?

PROBLEM SOLVING

- Does the story highlight or help solve an important problem?

HIGH QUALITY ASSETS

- Are there pictures, videos, etc. to help bring the story to life?

Journalists are sent story ideas (pitches) upwards of 100 times per day. That means when you share your story with a reporter, it needs to have as many “right ingredients” as possible to increase your chances of the story making it into the publication. While having all the perfect ingredients does not guarantee coverage, the more ingredients a story has, the “tastier” it is likely to be to a reporter. When considering a story, ask yourself if you have enough ingredients. A good rule of thumb is that you need a minimum of three ingredients; otherwise, the story is less likely to run

Directions

PREPARE FOR THE SPOTLIGHT

Identify one or more spokespeople that will be the external face and voice of your message. For best results, have them media trained.

FIND THE RIGHT OUTLET FIT

Research which outlets would be most appropriate to pitch your story. Do they cover topics like your story?

RESEARCH THE REPORTER(S)

Read some of their articles or find them on Twitter. Having a little background on the reporter can help you understand what is important to them and their stance on important topics. Have they said positive things about ATs?

WRITE AND SEND YOUR PITCH

Using the ingredients as your guide, write a short, compelling email to the reporter. Personalize it based on what types of topics they usually cover or other information you learned during your research.

TERMINOLOGY

Always use “athletic trainer” while speaking. If you say “trainer”, they can quote it and will not be obligated to change it in the story.

BRAND

What you present to the media should always position the profession in a positive light and reaffirm the athletic trainer’s role as an undisputed health care professional.

NATA STAFF

When in doubt, run it by your NATA PR person. They are happy to help as well as provide additional resources. Contact them at prenata.org.