

# THE ART OF STORYTELLING

IMAGINE THE POSSIBILITIES.

# GREAT STORIES FOCUS ON PEOPLE.



# INTERVIEWS. THE NEXT STEP.



- Watchful Eye
- Ask Questions
- Choose Angle
- Enterprise

*Tip: Make Them Feel Comfortable!*



# WHEN DO YOU HAVE ENOUGH?



- Was there emotion?
- More than Yes/No answers?
- Do you understand the information?
- Are YOU interested?
- Do you have an angle?

*Tip: Make Them Feel Comfortable!*

# The Trash Can Example.



# CRAFTING THE STORY



Who, What,  
Where, When  
Why, How?



Powerful sound  
Bites



Music



Compelling  
video/photos



Creativity



**WORDS CAN...  
PAINT A PICTURE**



# TIP: LET THEM SPEAK.

**Ask questions.  
Listen.  
Use the best answers.**

**The life & legacy of Firefighter  
Chris Brown**





# THE POWER OF PICTURES.



# Purpose of Stories = IMAGINE

Inspire

Motivate

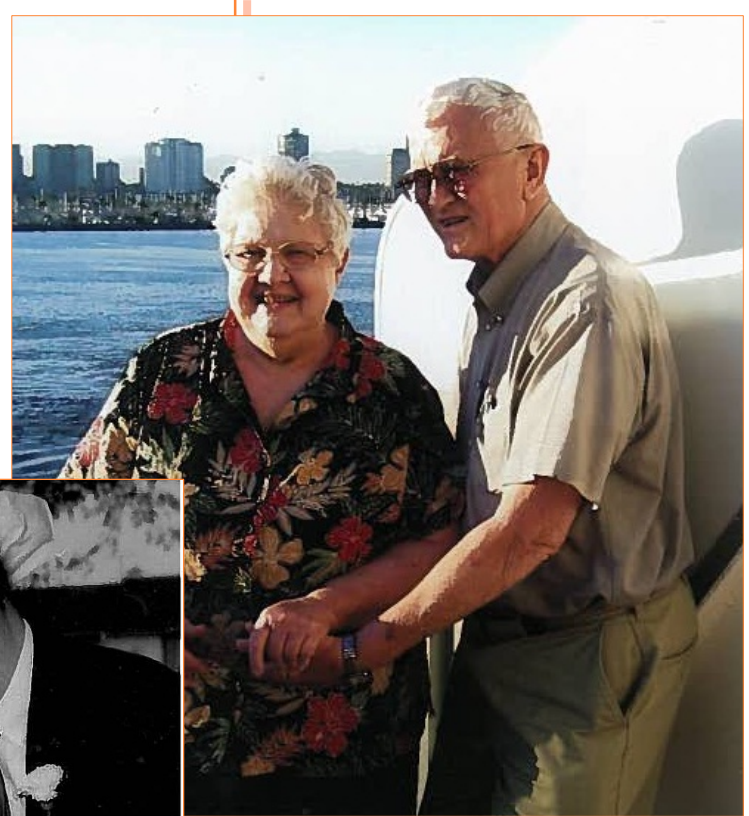
Awareness

Gain

Insight

New ideas

Entertain



BE BOLD, TAKE RISKS, THINK OUTSIDE THE BOX.

# COMMUNICATION MEDIUMS: WHAT'S BEST?

- **Print (Newspapers, Magazines, Journals)**
  - Easier to Produce, Eye-Catching Photo, Headline is Key
- **Broadcast (Radio/Television, Podcasts)**
  - TV: Visual Story, Powerful Sound Bites, Action, Quality
  - Radio/Podcasts: Powerful Sound bites, Nat pops, Quality
- **Social Media (Blogs, FB, Twitter, Instagram, Vine, Tumblr, LinkedIn, YouTube)**
  - Visual, Fast, Easy to Produce, Quality optional

“Everybody has a Story.”





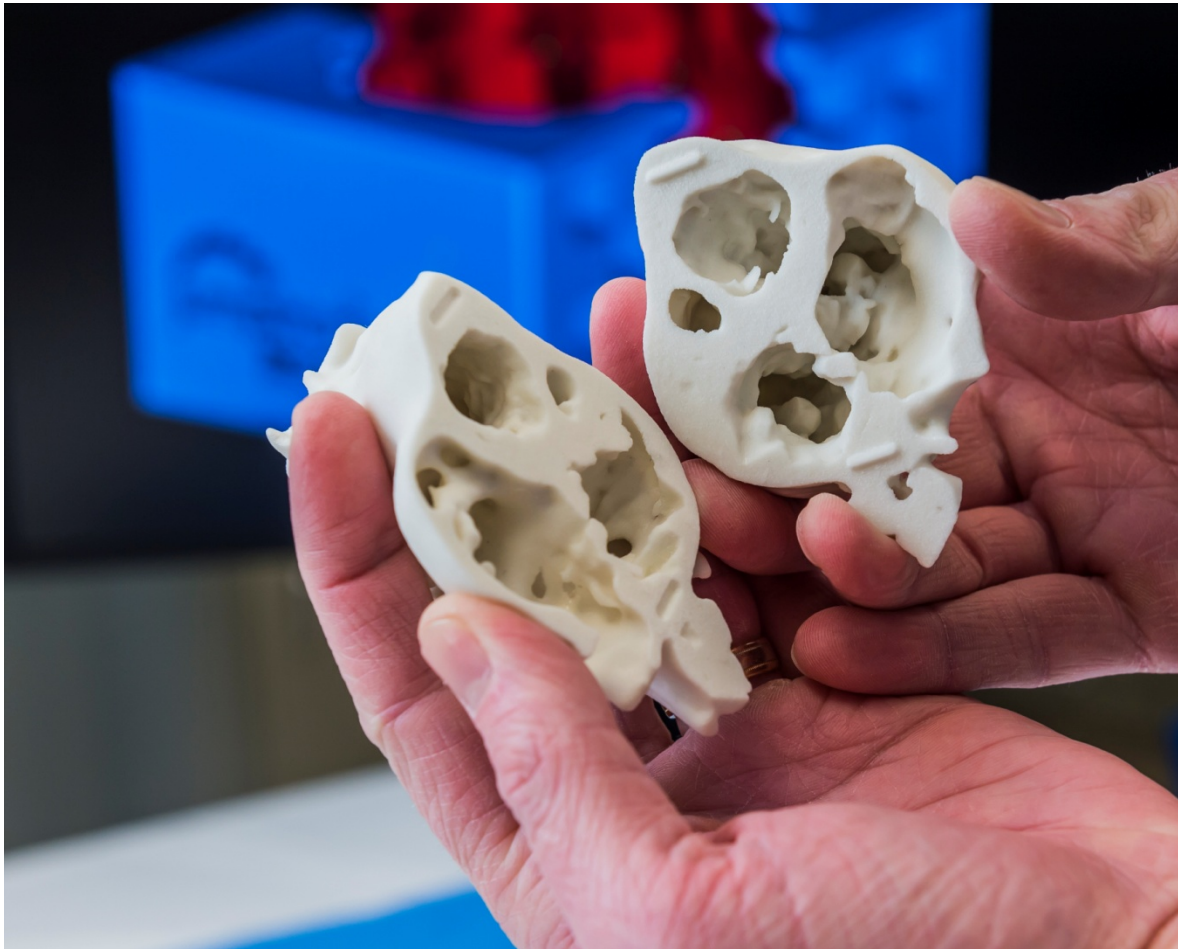
# MEDIA PITCH



- New, relevant, engaging
- Send media release/call
- Keep it simple
- Be available
- Promote coverage



# 3-D PRINTING



# AWARENESS...ACHIEVED.



## Will 3D-Printed Heart Models Become Mainstream?

As a growing number of surgeons are using 3D-printed, accurate replicas of the heart to clearly understand the defects before they go into the operating room, 3D-printed models are on their way to win the hearts and minds of clinicians worldwide. Doctors who already recognize the value of 3D-printed heart models, presented their findings at the American Heart Association (AHA) annual meeting in Chicago.

## 3D-Printed Hearts Help Surgeons Save Babies' Lives

by Tia Ghose, Staff Writer | November 19, 2014 11:32am ET

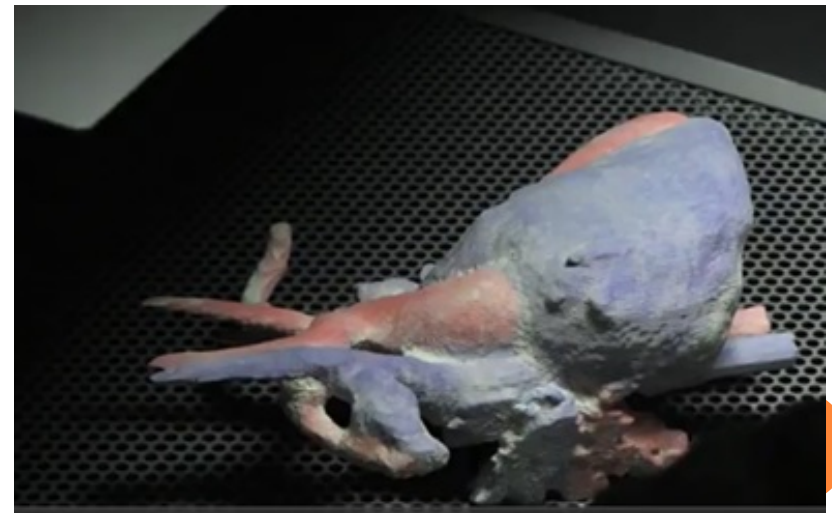
### 3-D printing is revolutionizing surgery

By Meribah Knight, [Crain's Chicago Business](#) | March 24, 2014

Reaching into a beat-up, red-and-white cooler lined with a white terry-cloth towel, Dr. Matthew Bramlet pulls out a replica of an infant's heart.

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# SHOWING IMPACT, CREATING CHANGE.



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