

# What makes a **GREAT** story?



## SIX BUILDING BLOCKS TO CONSIDER

from the Office of Strategy, Communications and External Relations

### 1. SIGNIFICANCE

*It matters to people – and the more people, the better*

#### ASK YOURSELF:

- Does it address a very common need or problem?
- Will it enable better care?
- Would someone in another province or country care about this?
- Can it be translated into lay language for a broad audience?

### 2. UNIQUENESS

*It doesn't happen every day*

#### ASK YOURSELF:

- Does it represent a “first” for Toronto, Ontario, Canada or the world?
- Does it mark a significant milestone or anniversary?
- Is it surprising in that it challenges conventional wisdom?

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## 3. TIMING

*It's brand new, or has a very strong 'news hook'*

### ASK YOURSELF:

- Is it upcoming or brand new?
- Does it speak to an issue that is a 'hot topic' in the news?
- Is there a particular day or time of year when this story would be most newsworthy?

## 5. HUMAN INTEREST

*It's a compelling story about a person*

### ASK YOURSELF:

- Will this person's story invoke strong emotions in an audience?
- Is this person doing something that not many people are doing?
- Has this person overcome significant challenges?

## 4. PROMINENCE

*High profile equals high news value*

### ASK YOURSELF:

- Does it relate to a very high-profile event, appointment or award (such as the Nobel Prize), or a high-profile person with a "household name?"
- Is it tied to a very high-impact international medical or scientific journal?

## 6. GREAT VISUALS

*It has images or a video that make the story "sing"*

### ASK YOURSELF:

- Can I get interesting photos of people DOING things to illustrate this story?
- Do I have illustrations or infographics that would support the story?