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?

Have a story idea? 416-978-7752 or medicine.communications@utoronto.ca

WWW.MEDICINE.UTORONTO.CA
SIX BUILDING BLOCKS TO CONSIDER
from the Office of Strategy, Communications and External Relations

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?

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?

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?

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?

Have a story idea? 416-978-7752 or medicine.communications@utoronto.ca

WWW.MEDICINE.UTORONTO.CA