

Storytelling and Branding Studio

Elevating your Story



WORTHINGTON PR & STORY



enactus™

Let's Elevate Your Story.



- Understanding Your Why
- The Media Engine
- Developing Your Story: Principles and Tips
- Let's Get Creative: Exercise
- Discussion and Questions



Storytelling Matters.



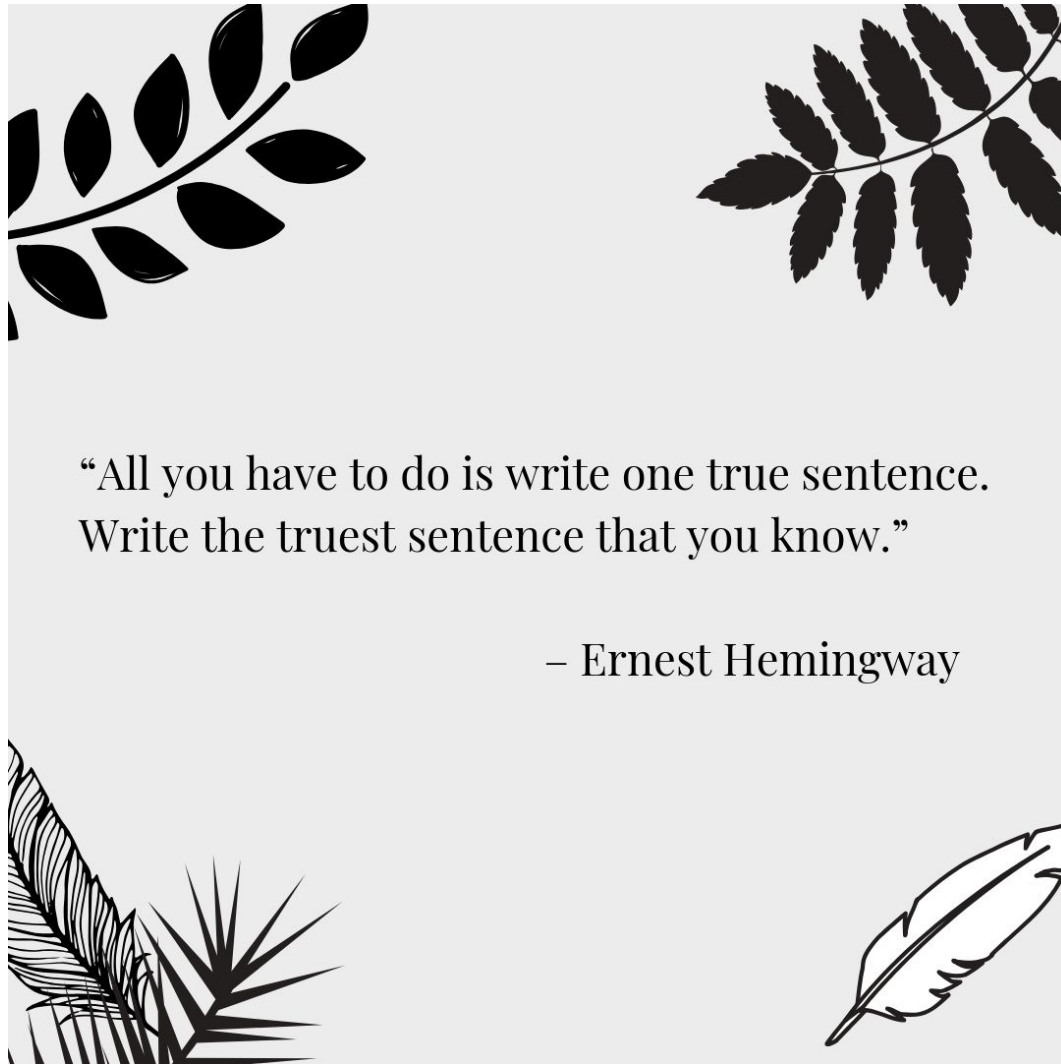
- Fosters communication
- Creates empathy
- Shareable
- Influential
- Builds community
- Encourages action
- Shapes our understanding of the world.



Our Story is About a Yellow Arrow.



Great Storytelling is About Uncovering The Truth



- What is your “why” for being part of Enactus?
- Can you succinctly describe your purpose and drive?
- What key words do you use?



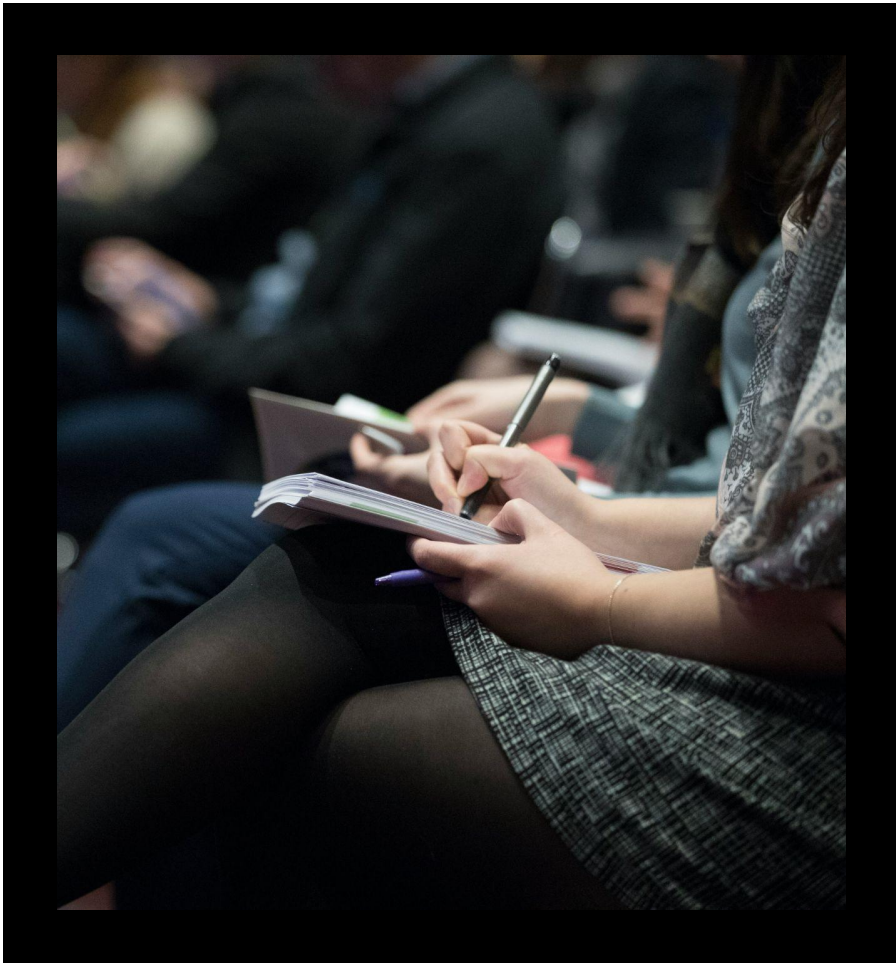
What are the best parts of a story?



- A protagonist
- A journey
- A conflict
- An outcome
- Memorable
- They inspire hope!



Pitching your story to the media



- Media is an industry
- Quotas
- Conflict
- Follow ethical guidelines
- Organizational biases
- Columnists
- Fake news
- Relationships matter
- Media are looking for a good news story!



To media, what makes a good story?



- New or newsworthy
- Spokesperson access
- Key facts or stats
- Timely
- Visuals



What makes a great interview?



- It's an act of storytelling.
- You maintain control.
- Know your format.
- No surprises.
- It's an opportunity, not a threat.
- You're able to headline your responses.



Understanding Interviews



- An interview is not a *casual* conversation
- It's a disciplined, agenda-driven conversation. But you must be approachable.
- It is an opportunity you must prepare for first.



Media Interview Basics



- Media Brief
- Preparation
- Logistics
- Key Messaging
- Audio / Visual
- Track
- Share



How do you build a good relationship with media?



BE OPEN



BE AVAILABLE



BE HELPFUL



BE HONEST



How do you develop a great story?



LESS THAN 60 SECONDS



ASK A QUESTION



CHALLENGE / CONFLICT



GO ON A JOURNEY



Developing Your Story.



Components of Your Story



HEADLINING



3 KEY MESSAGES



SOUND BITES



CONFIDENT DELIVERY

Components of Your Story



HEADLINING

Headlining



- Headlining will draw your audience into your story.
- Use a question off the top to build interest.
- It's not chronological, it starts with the most important information.



Components of Your Story



HEADLINING



3 KEY MESSAGES

Key Messages



- Key messages are what you want to get across in an interview.
- They are a guide, not meant to be used verbatim.
- They allow you the ability to pivot back to your message.
- You can repeat key messages for clarification, but don't use repetition to deflect.
- Your goal is to share your 3 most important messages



Key Messaging: 27-9-3 Rule



**NO MORE THAN
27 WORDS**



**DELIVERED IN
9 SECONDS**



**3 IDEAS
(OR FEWER)**

- Why 27-9-3?
- Average print media quote? 27 words
- Average sound bite in broadcast media? 9 seconds
- Number of messages reported in print and broadcast? 3



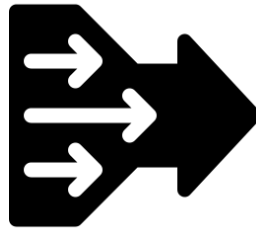
Key Messaging Tips



ORDER OF MESSAGING

Most important
first and last.

Middle message
least important.



SIMPLIFY MESSAGING

Aim for 10th grade
level in comms.

In crisis situations 6th
grade level is ideal.



USE THIRD-PARTIES & LIVED EXPERIENCE

Credible third-parties
will improve your
message.



Components of Your Story



HEADLINING



3 KEY MESSAGES



SOUND BITES

Sound Bites



- Capture attention in a noisy environment
- They give you control of your story
- They're simple to understand
- Short and memorable
- Easy to share and amplify



Sound Bite Examples

“Our lives begin to end the day we become silent about things that matter.” - Martin Luther King Jr

“Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others.” - Jack Welch



Components of Your Story



HEADLINING



3 KEY MESSAGES



SOUND BITES



CONFIDENT DELIVERY

Filler Words

- So, uhh, like how do you stop using, umm, filler words that make you sound, you know, nervous or like you have no idea what you're talking about?
 - Be conscious of it
 - Practice, practice, practice
 - Video rehearsal
- Filler words can also be how we start an answer while our brain catches up - avoid these. Simply answer the question.
 - Yeah, definitely...
 - For sure...
 - Absolutely...
 - We kind of think that...
 - Okay....
 - What I wanted to say is...



Storytelling & Interview Dos



- Dress appropriately: avoid green in studio
- Stay focussed and avoid distractions
- Listen before answering
- Watch your body language
- Pause, speak clearly, speak slowly
- Be concise – don't over-answer
- Embrace silence
- Pivot to your supporting facts



Storytelling & Interview Don'ts



- Lie
- Ramble
- Give your personal opinion, even if asked for it
- Use jargon, abbreviations, or acronyms
- Repeat the question
- Say “no comment”
- Say something is “off the record”
- Forget the mic is on
- Get angry or frustrated
- Answer the wrong kinds of questions
 - Hypotheticals
 - Questions you don't know the answer to
 - Questions that aren't yours



Elevator Pitch Exercise



- The Toronto Blue Jays were just on an epic journey in the 2025 World Series.
- Why should every Canadian be a Blue Jays fan next season?



Your Elevator Pitch Challenge



- Less than 60 Seconds
- Start with a Question
- Headlining / Sound Bites
- 3 Key Messages
- Challenge / Conflict
- Take us on a journey



Thank You!



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