

TOURISM DAY SUMMIT



Breakout Session 2B

PTN & Storytelling: Tips from the Pros

Presented by

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PTN & Storytelling

TIPS FROM THE PROS

PTN & STORYTELLING: TIPS FROM THE PROS

DEANNA, BRIANNA & JIM

- 20 YEARS IN TV,
SPEAKS FLUENT
SPANISH, GREW UP
GOING TO LAKE
WALLENPAUPACK

PTN CORRESPONDENT

- 10 YEARS IN TV
INCLUDING LOCAL
NEWS, GREW UP IN
MONROE COUNTY

SENIOR PTN
CORRESPONDENT &
PUBLIC RELATIONS
OFFICER

- 20 YEARS IN TV
INCLUDING LOCAL
NEWS, GREW UP IN
WAYNE COUNTY

SENIOR PTN
CORRESPONDENT &
PUBLIC RELATIONS
OFFICER





PTN

WHAT WE DO



Fire TV



Roku TV



Android



TVOS



iOS



Vimeo

24/7/365 NETWORK ON STREAMING, BROADCAST AND CABLE
1-HOUR MONTHLY SHOW (PREMIERES 1ST SUNDAY 8PM)
LIVE BROADCASTS ON LOCATION ACROSS POCONOS



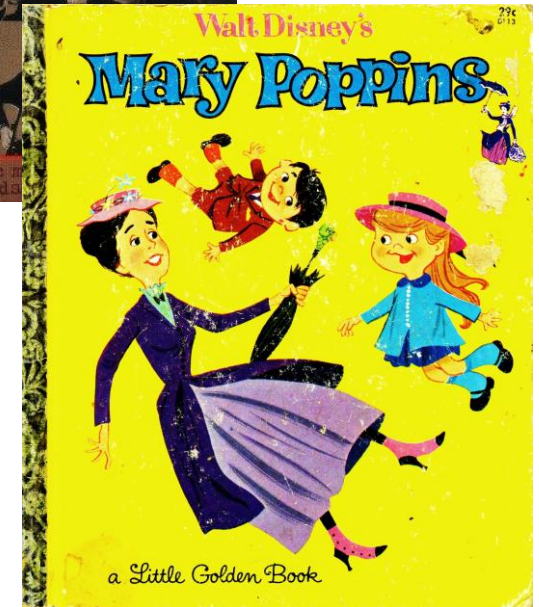
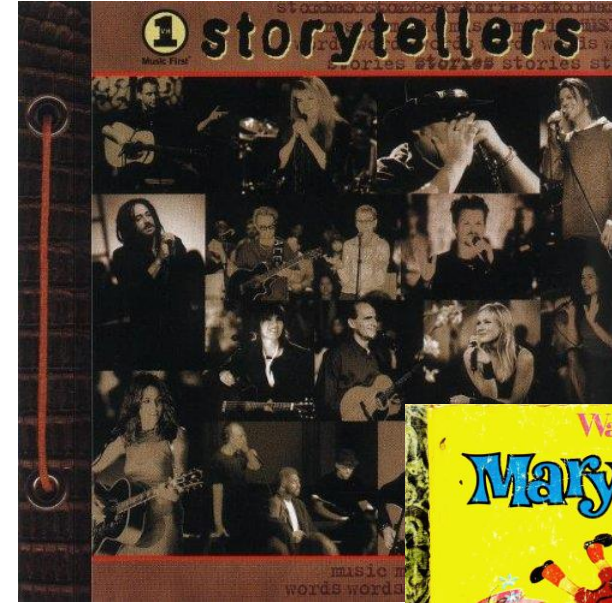
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WE ARE ALL STORYTELLERS

The most powerful person in the world is the story teller. The storyteller sets the vision, values and agenda of an entire generation that is to come.

– Steve Jobs



BEGINNING

MIDDLE

END

- ELEMENTS OF A GOOD STORY
- HOW TO PUT A STORY TOGETHER
- WHERE TO TELL YOUR STORY

REVIEW

QUESTIONS



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ELEMENTS OF A GOOD STORY

- TIMELINESS
- WHAT'S THE HOOK? THE ANGLE?
- BEST CONTENT FIRST
- DON'T BURY THE LEDE
- CLEAR & CONCISE
- KNOW YOUR AUDIENCE
- GOOD CONTENT (IMAGES/VIDEO)



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TIMELINESS



- FIND THE RIGHT TIME TO TELL YOUR STORY
- SEASONALITY/CURRENT EVENTS



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WHAT'S THE HOOK?



TELL THE
LISTENER/VIEWER/READER
WHY THIS STORY MATTERS



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BEST CONTENT FIRST



- CATCH THE ATTENTION OF THE VIEWER/READER/LISTENER
- THINK: GOLDFISH – 9 SECONDS



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TIPS FROM THE PROS



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HOW TO PUT A STORY TOGETHER

- PRE-PLANNING & RESEARCH
- GO IN WITH A VISION, BUT ABILITY TO PIVOT
- OVERSHOOT VS. UNDERSHOOT
- PROMPT FOR LONGER, MEANINGFUL ANSWERS
- WRITE/SPEAK CONVERSATIONALLY
- HAVE FUN & BE CREATIVE!



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PRE-PLANNING & RESEARCH



- FACT CHECK
- SCHEDULING, CHECK WEATHER
- BATCH CONTENT, WORK SMARTER NOT HARDER!
- EXTEND YOUR CONTENT, MULTIPLE VIDEOS/POSTS FROM ONE SHOOT?



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PROMPT FOR LONGER, MEANINGFUL ANSWERS

YOU: THE PARK IS OPEN
YEAR-ROUND, DAWN TO DUSK

THEM: WE LOVE SEEING THE
SMILES ON KIDS FACES WHEN THEY
VISIT THE PARK

- VS. YES/NO QUESTIONS
- LISTEN FOR 'SOUND BITES'
- YOU CAN SAY THE FACTS, GET THEIR HEARTFELT REACTIONS



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HAVE FUN & BE CREATIVE!





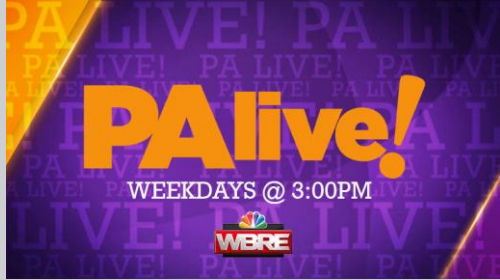

- INTERACTIVE, VISUAL
- WRITE TO YOUR VIDEO, NATURAL SOUND
- DON'T FORGET TO SMILE, IF WARRANTED


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STRATEGIC STORY PLACEMENT

FINDING THE RIGHT OUTLETS FOR YOUR CONTENT

PTN	PUBLIC RELATIONS	LOCAL/REGIONAL MEDIA	SOCIAL MEDIA
			

FIND THE RIGHT AUDIENCE FOR YOUR STORY

WATCH/LISTEN/READ:

- TELEVISION
 - STREAMING
 - YOUTUBE
 - SOCIAL MEDIA
 - PODCAST
-

ALSO CONSIDER:

- AGE
- GENDER
- DEMOGRAPHIC
- LOCATION



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**HAVING A GOOD
STORY DOES NO
GOOD IF NO
ONE SEES IT!**



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