



Story angle schedule

"Why didn't my story fly and what makes up a story anyway?" There are several contributing factors to both questions but the following chart will help you discover where your idea might go, how it might be useful to you and who might be interested in it.

Traditional story angles include **new business; new product; new appointments, changing economic impact; personality or ingenuity; an event** ... but actually the list is endless. Fill out the following schedule and see if you can find 3 angles that might deliver your key messages to your target audience. Then find the media that might deliver the story for you.

| Story Ideas | Target Audience | Key Messages | National / Local or Regional Media | Which specific media outlet? |
|-------------|-----------------|--------------|------------------------------------|------------------------------|
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For help and advice plus distribution expertise, contact: Southern Public Relations Limited, www.southernpr.co.nz, info@southernpr.co.nz PO Box 1248 Queenstown, 03 441 1117