**Ingredients for a PR Story**

Journalists are getting pitched upwards of 100 pitches per day and as news outlets close or consolidate, that number goes up significantly. You add to that the fairly recent practice of pitching via social media and that pitch number grows exponentially. That means when you get a reporter’s attention, you need to provide them with a story that has all the right ingredients.   
  
Traditionally, the message “it’s National Athletic Training Month” is not enough “news” for most outlets. If you have a story to share AND mention it’s NATM, then you increase your chances of a reporter writing a story significantly.

**The ingredients   
The more ingredients, the “tastier” the story is to the press.** When considering a story, ask yourself if you have enough ingredients. A good rule of thumb is that you need at a minimum three ingredients, otherwise the story will likely not be picked up.

• **Timing**

Is it current? Should be as close to today as possible. Things that are over a week old are no longer news. Think if someone were to give you the outcome to your favorite sports game a week late, would you care?

• **Significant**Are a large or significant number of people affected by the news? The more people involved, the more likely this will be seen as news. This is why a high school recycle club doing something in their school might get covered in their school paper, but if they change how people recycle or break a record, it’s now significant enough for a bigger story.

• **Proximity**How far away is the news happening from the people that will be affected? The closer to home, the more newsworthy it is. Does it directly affect the readers? Would someone in California typically be impacted if someone in New Jersey got an award?

• **Prominence**Is the person/people involved prominent? There is a reason why celebrities dominate the news. Local officials, organizations or heroes can be considered prominent.

• **Emotion**Does the story evoke a strong emotion? News doesn’t have to do this (although lately they often do), but human interest stories definitely do. Assets (pictures, videos, etc.) are a great way to help evoke emotion. It’s one thing to have someone save a life, but it’s another to have details and quotes (or better yet a video/interview) with the person who had their life saved.

• **Inform**Does it inform or educate? It’s not another avenue for advertising. Saying that athletic trainers are amazing, while true, doesn’t inform. Research is a great resource to help craft a story that shows that athletic trainers are amazing through the story that the numbers tell.

• **Novelty**Is it an unusual story? Is it the first or biggest of something? World Records are often used as a novel way to create news.

• **Conflict**Is there conflict or a problem being addressed? If the news is only good, it likely won’t get covered. That’s why we don’t see news about all the good stuff that happened that day, unless it’s a novelty or evokes emotion (human interest).

• **Facts**Can it be backed up by research or facts & figures? The easier it is for a press person to do their job well and efficiently, the better.

**\*\*Brand:** While not a formal “ingredient”, what you present to the media should position the profession in a positive light and reaffirm the athletic trainer’s role as an undisputed health care profession. Avoid outdated clichés or questionable interactions that might negatively impact the brand of the profession. When in doubt, run it by your NATA PR team, they are happy to help!

Have questions or need help evaluating a story? Reach out to pr@nata.org.