



## 5 TIPS FOR WRITING STORIES THAT GET THE MEDIA'S ATTENTION

Check out our ['5 Tips for Writing 'Stories' that Get the Media's Attention'](#) and commit to the following ...

### **1. Set the scene**

Show, don't tell, when setting the scene to your story.

### **2. Make them care**

Clearly demonstrate how the issue is relevant to their audience/readers and why they should care about the outcome.

### **3. Create an anti-hero in your story**

Every story needs a good 'villain' to slay. But villains can take any form, eg. housing affordability, bad breath, poor circulation, menopausal symptoms.

### **4. Create tension**

Escalate the seriousness of the issue and the impact of not finding a solution.

### **5. Be the hero to the rescue**

Demonstrate how you can 'save' the day and resolve the issue.

ARTICLE: [5 TIPS FOR WRITING STORIES THAT GET THE MEDIA'S ATTENTION.](#)