



STORYTELLING WORKSHOP PART TWO – SHARK TANK STYLE

TUESDAY, JANUARY 10TH, 12PM – 1PM | FACILITATORS: ROSEMARY OSTMANN AND LARA COHN

Jewish Community Council of Greater Coney Island's NonProfit HelpDesk

We focus on small and emerging nonprofits, offering

- Workshops
- Training
- Consulting

2,500 organizations have worked with us, benefiting from support in:

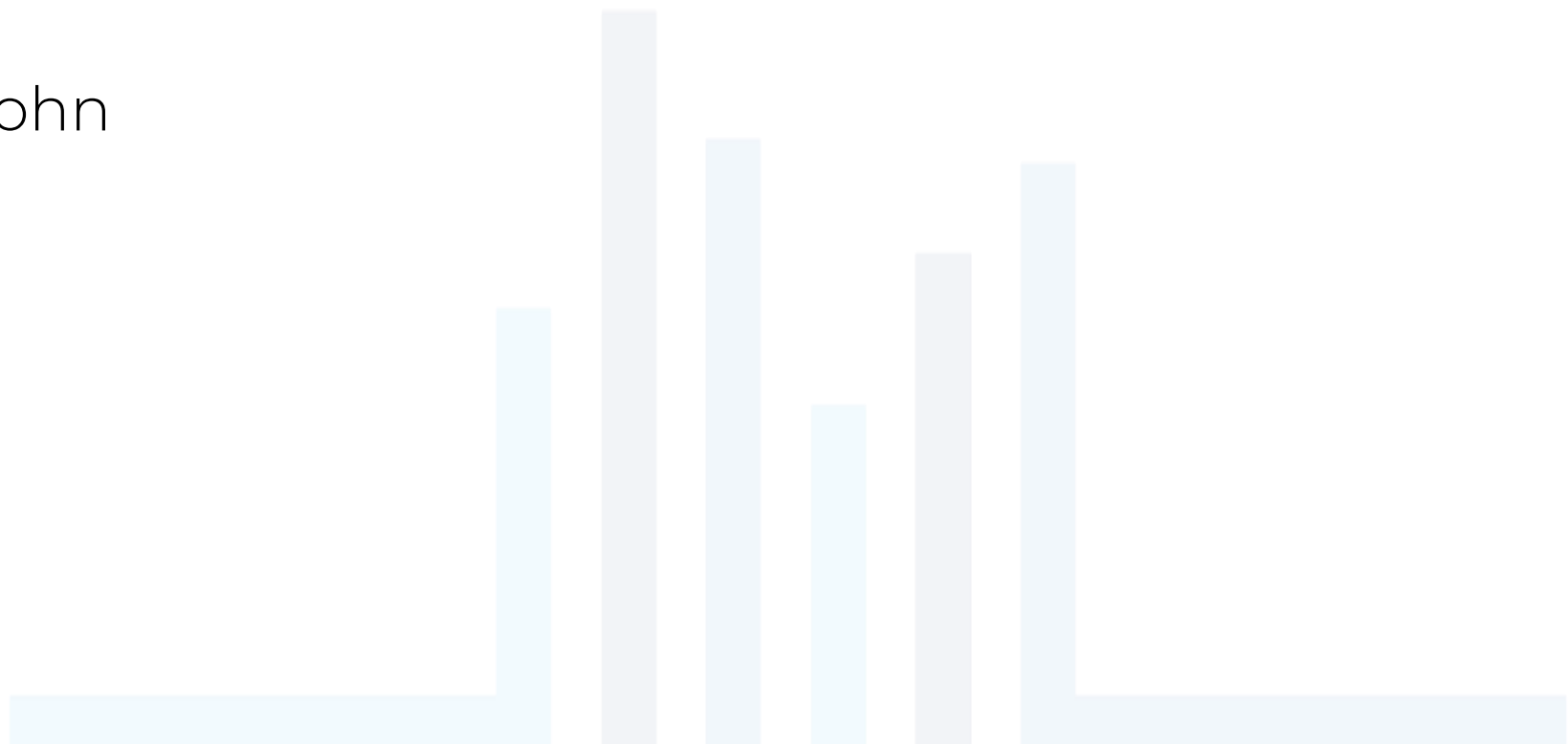
- financial management
- fundraising
- governance
- human resources
- management and operations
- marketing and social media
- strategic planning
- technology

INTRODUCTIONS

WHO WE ARE

Rosemary Ostmann

Lara Cohn



STORYTELLING WORKSHOP – PART TWO

Shark Tank Style

- Why stories?
- Story pitches
- Feedback
- Q&A

WHY STORIES?

THE ART OF STORYTELLING

- Third-party validation
- Two-way exchange of ideas
- People act on editorial info
- News you can use
- Builds and protects reputation



NEWS VALUE

COMING UP WITH A HOOK

- Timeliness: Why now?
- Proximity: Is it in my backyard?
- Usefulness: Is it news I can use?
- Prominence: Is someone noteworthy involved?
- Impact: How many people does it affect?
- Novelty: Is it a first or counterintuitive?
- Controversy: Is there conflict or tension?
- Human Interest: Can you give a real life example?
- Trend-worthiness: How does it fit into a trend?



A GOOD SOURCE

A SPOKESPERSON CAN DRIVE NEWS

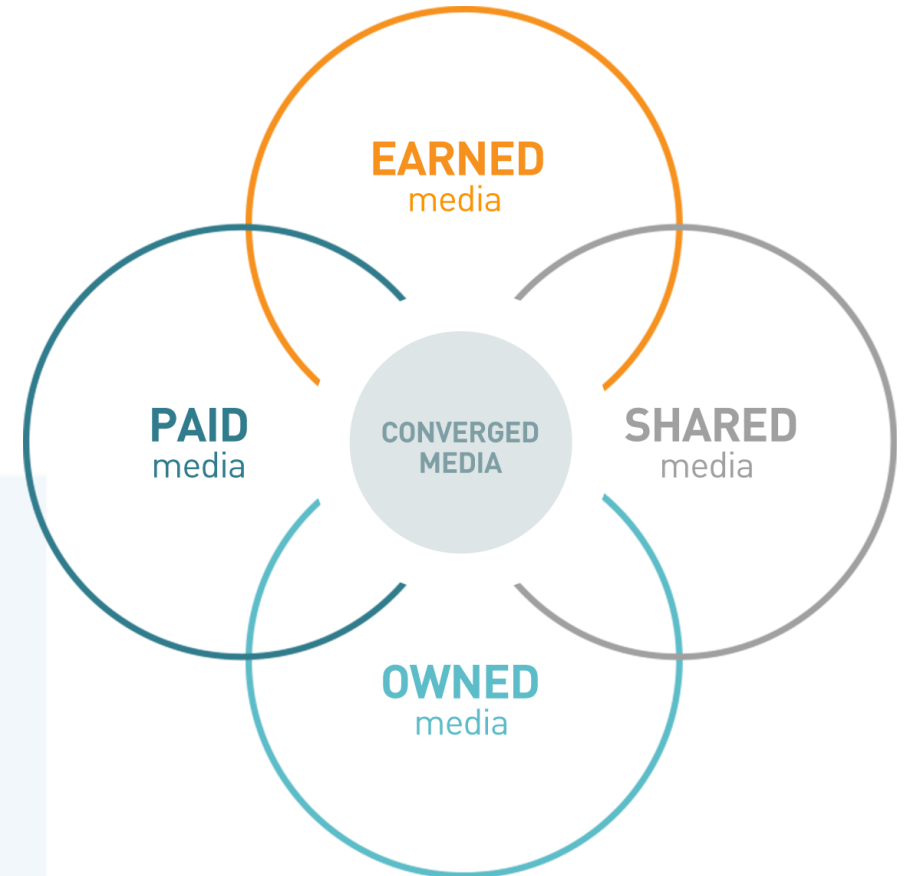
- No self-promotion
- Understands what people want to hear
- Easily accessible
- Talks in sound bites
- Says something others aren't saying



THE PESO MODEL

POWER OF CONVERGED MEDIA

- A good story is a good story
- The news cycle is shorter than ever
- Control what you can control
- Journalists look at owned and shared
- Younger demo starts with shared



SAORI ARTS

MARCIA KUBLANOW AND RIA HAWKS

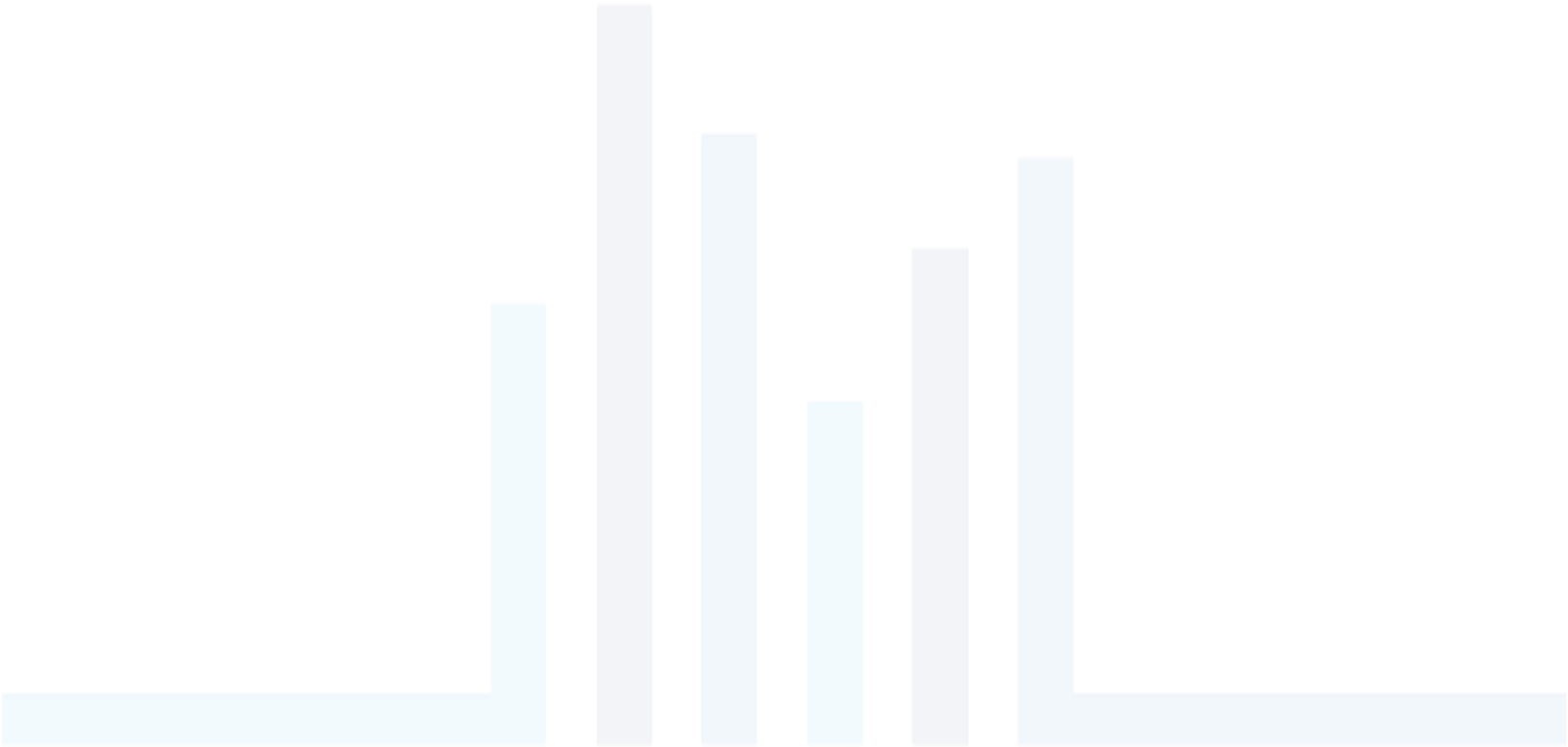


MOTIVATIONAL MONSTERS

JANESSA ROSE



Q&A



TAKEAWAYS AND TOOLS



ONE-ON-ONE CONSULTATIONS



THANK YOU!

