

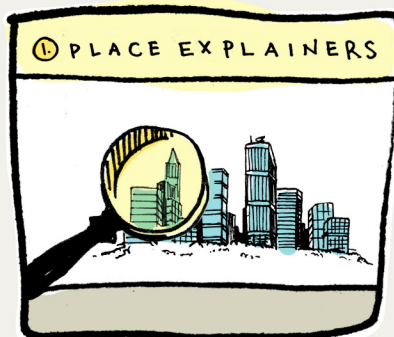
9

TYPES
OF

LOCAL STORIES

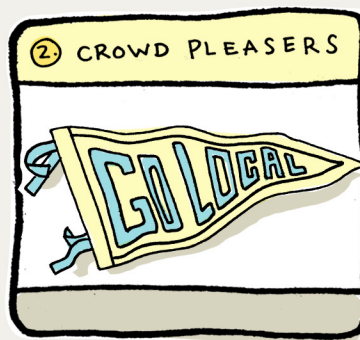
THAT CAUSE

ENGAGEMENT



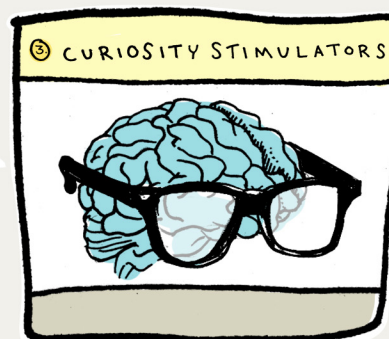
Every city has traits, quirks, mysteries and habits begging to be dissected. *Place Explainers* shed light on these questions.

Ex. Why Does Seattle Have So Few Kids and So Many Dogs?



Locals love to brag about their area. *Crowd Pleasers* zero in on that feeling of pride by highlighting positive news and local successes.

Ex. Seattle Ranked 2nd-best City in the Country.



A *Curiosity Stimulator* is something geeky, unusual, remarkable, unbelievable or clever that's tied to your local area.

Ex. A Rideable 4,000-pound Spider-Robot Being Built In Somerville.



News Explainers take local stories and make sense of them for people. They illustrate why or how something happened.

Ex. Everything You Need to Know About California's Ballot Measures.



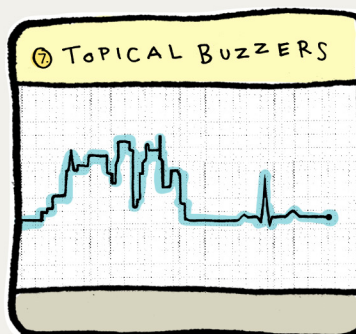
Local areas are saturated with news. But *Major Breaking News* stories are the BIG stories that affect the lives of a local area as a whole.

Ex. Hurricane Sandy Makes Landfall.



Think "awww," think "awesome," think "hilarious." Most of all, think positive: *Feel-Good Smilers* are made up of happy or funny stories.

Ex. Newborn Orca Calf Reported in Puget Sound.



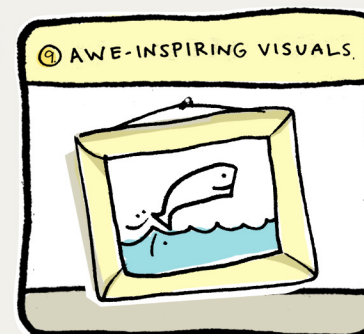
A *Topical Buzzer* is the local story everyone's talking about right now. The key is timing: You must create it as people are buzzing.

Ex. Space Shuttle Endeavor Arrives in California.



When people encounter a *Provocative Controversy*, two things happen: they get ticked off and highly opinionated.

Ex. Backlash After State Kills Entire Pack of Wolves.



People love beautiful images of their town, city or state. *Awe-Inspiring Visuals* capture that wonderment through photos and videos.

Ex. Video: A Stirring Time-lapse of Pacific Northwest Scenes.