



Telling Your Company's Story*

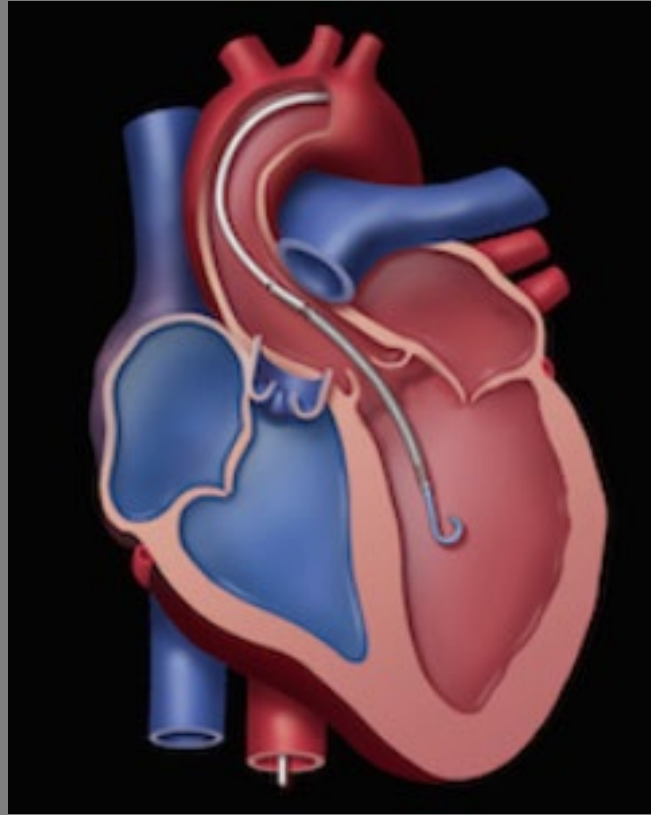
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Slides posted online are annotated with notes from the presentation



My Story



Ask yourself: What is my company's story?



Ask yourself: How can I amplify my company's story?

Tell your company's story across many mediums

My "Flu" Symptoms Almost Led to Heart Failure

By [Name]



It's been 10 days since the flu virus, and I'm not feeling any better. It's a frustrating condition. Find out a health professional that offers a better quality of care.

There's been a lot of news about the flu virus, but I thought I was a healthy 50-year-old. I was wrong. I got the flu virus and it led to heart failure. I'm still recovering and I'm not feeling any better. It's a frustrating condition. Find out a health professional that offers a better quality of care.



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Tell your company's story through unique events and local media coverage

Heart attack survivors reunite with medical personnel

BUSINESS, TOP STORIES

By Camri Nelson - cnelson@limanews.com



LIMA — The Lima Memorial Health System medical team and Lima area emergency medical services were honored Monday at the Heart Recovery Reunion for saving the lives of two Lima-area residents at Lima Memorial.

In June 2018 Nick Freistuhler, of Wapakoneta, and Libby McKean, of Harrod, were both admitted to Lima Memorial Health System after having a heart attack.

McKean was on her way home from her aunt's funeral when she had

Media will judge the newsworthiness of your company's story based on NITPIC

New

Interest

Timely

Proximity

Impact

Controversy

Bonus points if your story has the following elements:



Visual



Emotional



Strong Central Character



The End

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