



Make the Leap to Storytelling with your PR Messages

Chris Hammond

SVP, Strategic Programs and Social Media

Consumer Lending Group, Corporate Communications

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#prwriting

@ChrisHammondWF

Together we'll go far



San Francisco History

Notable storytellers with San Francisco ties

- Jack Kerouac
- Hunter S. Thompson
- Mark Twain
- Jack London
- Ernest Hemingway
- Amy Tan
- Danielle Steel
- Herb Caen

San Francisco History

Joshua Norton:

“Emperor of United States and Protector of Mexico”

- Self-proclaimed in 1859
- Would talk very readily about any subject
- Became media maven



Five Tips

- Take it to your audience
- Incorporate story elements
- Humanize it
- Be Genuine
- Make it Visual

Take it to your Audience!

- Narrowing your focus on your audience is a good guide to reaching them.
- Ask yourself why your audience should care and what impression you want them to walk away with.
- **Tips:**
 - Be a good editor. “Brevity is the sole of wit,” Shakespeare
 - Try a soft lead
 - Localize your national story
 - Amplify your story internally, with a blog, video and social platforms

Take it to your Audience!

Tip: Tell your story to trade publications

Wells Fargo donates \$6 million to revitalize communities



Wells Fargo will donate \$6 million across 67 nonprofits through the 2013 Leading the Way Home Program Priority Markets Initiative to help revitalize and stabilize neighborhoods.

"Wells Fargo is bringing much needed support to nonprofits in local communities to help them grow and thrive," said Kimberly Jackson, executive director of Wells Fargo's Housing Foundation. "We believe the work of the nonprofit community is a critical conduit to revitalize neighborhoods in cities that have been impacted by the challenging economy."

Take it to your Audience!

Tip: Use local news release templates to localize your story

The Mecklenburg Times

Elizabeth Heights program receives Wells Fargo grant

By: [Tony Brown, Staff Writer](#) October 31, 2013

GRIER HEIGHTS – Wells Fargo & Co. on Monday gave \$100,000 to a Charlotte nonprofit to help revitalize this historically black neighborhood near where East 7th Street becomes Monroe Road. CrossRoads Corp. for Affordable Housing and Community Development is one of 67 nonprofit neighborhood revitalization programs across the country that will share a \$6 million disbursement ...

Incorporate Story Elements

- Virtually every memorable story includes basic elements
- Story elements:
 - Setting, Character, Plot, Conflict, Resolution
- Demonstrate how your brand can help the target audience achieve a solution

Incorporate Story Elements

Happy Homeowners in California

Roderick and Cleo

Had a long and excellent payment history on their first home, but in recent months had suffered setbacks. Roderick was injured on the job, and Cleo's job was outsourced so she got a new job making less. But they wanted to keep their home, so they got in the car and drove one hour to Sacramento for a Wells Fargo [Home Preservation Workshop](#).

There they met with Wells Fargo underwriter Will Oliver, who let them know on the spot that they had been approved for a loan modification, including principal reduction, which will lower their monthly payment. When they found out, Roderick said they wanted to do a “happy dance.”



Incorporate Story Elements

Tip:

Show the conflict and solution



Plot: Long and excellent payment history on their first home, but in recent months had suffered setbacks

Conflict: Roderick was injured on the job, and Cleo's job was outsourced so she got a new job making less. But they wanted to keep their home

Solution: Lower payment, keeping home and “Happy Dance”

Humanize it!

- Today's storytellers need to go beyond numbers and widgets
- Demonstrate how your brand is making a tangible difference in the lives of people
- Is there opportunity to invoke emotion?

Humanize it!



@ChrisHammondWF [Sep 12](#)

Hospital worker Mersadies first to reserve \$15k to buy [#home](#)
w [@wellsfargo](#) [#CityLIFT](#) [@Nhscleveland](#) [@neighborworks](#)

Humanize it!



SINGLE MOM BUYS HOME WHERE RAISED



FAMILY OF SIX BUYS, RENOVATES HOME



DAY CARE WORKER



ENGAGED FIRST-TIME HOMEBUYERS

Humanize it!

Tip:

Put the spotlight on the customer

Express how your brand is making a tangible difference in the lives of people

Be Genuine!

- Invoke caution for commercialism
- Sensationalism
- Authentic

Be Genuine!

The Wells Fargo Blog

A place for news, insight and discussion

Filipino Americans mobilize for Philippines disaster relief

Posted by [Wayne Thompson](#), [January 10, 2014](#)

By Brendan Flores, Regional Banking District Manager Editor's note: Brendan's volunteer role as communications and finance director for the National Federation of Filipino American Associations—the umbrella for all U.S.-based Filipino American groups—put him at the center of coordinating Philippines disaster ... [Continue reading →](#)

▪ Tagged [disasters](#), [NaFFAA](#), [National Federation of Filipino American Associations](#), [Philippines](#), [Typhoon Haiyan](#), [Typhoon Yolanda](#) |

▪ [64 Comments](#)

Be Genuine!

Brendan's story:

It feels good to know that my community and company care so much... to work together...in the Philippines to help.

Many are still without electricity and clean water...because of power outages, damaged communication lines and towers, flooded roads, and unopened businesses.

It took almost five days for me to contact my relatives after Haiyan. It remains a stressful time for my mother...

After a disaster like Typhoon Haiyan, **there's no quick fix...**

With time and assistance from the international community and companies like Wells Fargo, **I know the Philippines will recover and rebuild.**



Be Genuine!

Tip:

Whether through case studies, testimonials, or social, invite your customers and communities to help tell your story

Make it Visual!

- Pictures, infographics, and videos can make a big difference
- Be your own photo- and videographer
- Post on your blog
- Attach to your news release distribution
- Tag Keywords for Search Engine Optimization (SEO)

Make it Visual!



 5,000

Wells Fargo volunteer team member builds have occurred since 1993.

2013 marks the 20th anniversary of the Wells Fargo Housing Foundation and team members' efforts to help build or renovate homes in low-to-moderate income communities.

Make it Visual!



NATIONAL, LOCAL, AND SOCIAL

Make it Visual!



Since 2009 Wells Fargo customers have made over
one billion paperless ATM transactions...



...saving an average of
**475 printed ATM
receipts per minute.**



Do you want to know more?

Additional details on paperless transactions can be found in our
News Release, [Wells Fargo Customers Save an Average of 475
Printed ATM Receipts a Minute.](#)

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Make it Visual!

Tip: Get out into the field to find your stories



NEIGHBORHOODLIFT PROGRAM'S 100TH HOMEBUYER IN LOS ANGELES

Questions?

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