

THE PERIODIC TABLE OF STORY TELLING

Aw Emotion	Eh? Surprise	Ah Explanation	Oi! Call To Action	Ys Justice
Oh Clarification	Uhoh Fear Uncertainty Doubt	EwW Discomfort	Oof? Personal	Phu Reassurance
Eek Shock	Gr8 Anger	HaHa Humour	Noo! Outrage	Uah? Counter Institution
PR Flattery	PSt Gossip Speculation	Oed? Neologism Computer Tech	Wow A deal	Aha Confirmation

**TWO OR MORE ELEMENTS NEEDED IN A PRESS RELEASE
OTHER IT'S NO STORY**