



NEWSWORTHY CHECKLIST

To get publicity you must be newsworthy. Being newsworthy means you meet one of the media's following objectives:

1. **Inform**
2. **Educate**
3. **Entertain**

Your story must also be timely. Before pursuing a story, editors, reporters and producers ask themselves, why would our readers, viewers, or listeners be interested in this **now?**

The following 14 questions will assist with answering if an item is newsworthy:

1. Is it timely?
2. Is it innovative? A new or fresh approach to meeting a need.
3. Is it unusual or different? If there are similar products or services, what is unique about what you are doing or offering?
4. Will it instigate a change that will affect your customers or any people in the community?
5. Could it impact the public's health and safety?
6. Is it a relocation or expansion of a business or program?
7. Is it something that has never been done before, or has never been done before in your community?
8. If it has been done before, how is it being done differently and why?
9. Does it tie in with a current item in the news?
10. Does it tie in with a trend?
11. Does it tie in with a particular season or holiday?
12. Is it information that previously did not exist? (results of a survey or study)
13. Does it have emotional appeal? Is it moving, amusing or inspiring?
14. Is it information that can help people make an important decision or avoid a serious mistake?

Definitions

Consequence: A story that shows the effect or result of an event or action.

Conflict: A story where there is opposition, disagreement, or controversy.

Human Interest: A story designed to arouse the audience's feelings and/or sympathy for the people or problems described in the story. A human interest story highlights the sorrow, hardships, or triumphs of a person. Audiences can better relate to an issue when they see how it has affected another person.

Novelty: Story that goes outside the norm.

Prominence: A story featuring a topic or person that is considered important or well-known.

Proximity: Audiences should feel the topic is near to their reality of the world.

Sensationalism: A story intended to have a startling or scandalous effect.

Suspense: A story where the outcome is uncertain.

Timeliness: Not only what is happening now, but can refer to whether a story is relevant to current events.