

What is newsworthy?

You may have heard that you should only send out newsworthy press releases, but what does that mean? A newsworthy story is something that has an impact. Remember, the greater the impact, the more newsworthy a story is.

Questions to ask yourself BEFORE you send a press release:

- Does anyone outside of your organization care about this?
- Is this a new story?
- Is your business or organization offering something that is unique compared to others in the field?
- Does it impact the community or public?

Newsworthy items include:

- A new product
- New director
- Profit figures
- An upcoming event
- An award given to your business or organization
- A new partnership with other businesses
- Involvement in a community service project
- Grand opening event
- Celebrity appearances
- New company policies
- Donations

Items that are not newsworthy:

- A 10% off sale

Oftentimes, news is in the eye of the beholder. Use your best judgment, and don't send out press releases that are not newsworthy.