

PublicityHandbook.Com: Checklist #14

Selecting Newsworthy Facts

Whether you're preparing a news release or an invitation to a press conference or special event, you need to select exciting but newsworthy facts, build a newsworthy story from those facts, and understand what type of story it is. This worksheet will help you:

1. Make sure you include newsworthy facts journalists want.
2. Understand what type of story you have.

You should fill out a copy of this worksheet for every news release or media event invitation you write.

Date: _____ Product/service: _____

Project: _____

Type of news story:

- This is hard, breaking news that has time value and must be covered immediately or it will be stale.
- This is soft or evergreen news, that has more of a human interest angle, and will be just as usable next week or next month as it is now.

Basic facts: (

- Have I included **who** is doing **what** for **whom**?
- Have I covered **when**, **where** and **why** they are doing it?
- Did I explain **how** it is being done?
- Does my story explain **what** the results are?
- Are there any other basic **who, when, where, why what** or **how** questions I need to answer? (

Who? _____

When? _____

Where? _____

Why? _____

What? _____

How? _____

Exciting facts:

Why is the product, service, or event exciting?

What will it do for buyers or participants?

How will it save them money or time?

Why is it better than what's on the market now?

What research was involved in developing it?

What tests show its superior performance?

Who is using it already?

What are its specifications?

How was the technology discovered?

What is the human story behind the product's development and use?

How can I make the statistics exciting by comparing them to things that can be visualized (for example, saves enough trees to cover the city with a forest)?

Compelling opinions

Have I backed up my opinions with verifiable facts?

Yes

No. How can I fix this? _____

Have I attributed opinions to spokespeople, and placed them in quotation marks, so this reads like a news story?

Yes

No. How can I fix this? _____

Are these opinions stated in interesting, highly visual language?

Yes

No. How can I fix this? _____

Have my spokespeople taken strong, unequivocal stands on the issues?

Yes

No. How can I fix this? _____

Is my release written in the third person?

Yes

No. How can I fix this? _____

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