

## What is Newsworthy?

- Something new, that no one has ever said or heard before.
- Something timely--yesterday's news is old news.
- Something that involves a public figure, a celebrity or a well-known organization.
- Something unusual or ironic.
- Something with a human interest angle.
- Something visual (for television and photography).
- Something that centers around an event or happening.
- Something that affects a large number of people.
- Something which is a variation of a theme already receiving media attention.
- Something interesting on an otherwise slow news day.
- Something that benefits a large number of readers, viewers or listeners.
- Something that is a threat or danger to the community.
- Something that pulls at people's "heart strings."

Each of these elements alone may not make your story newsworthy. But if several apply, you probably have a story worth pitching to reporters.