



What is Newsworthy?

Before engaging a member of the press, it's important to make sure you're focusing your energies on an item that is likely to generate media coverage. In general, there are five criteria that can make an item newsworthy.

The five criteria

It should be timely – Topics which are current are good news, information moves fast these days and there are many channels where people consume their news. News becomes old quick, it's critical to get the word out to the press quickly.

It should be significant – There should be important numbers that can be touted. In the case of an event, the more people that attended, the more significant the story. In the case of a movement of a piece of legislation, the passage of a bill through the full legislature is more significant than the defeat of one in a subcommittee.

It should be local – A newspaper in Chicago isn't going to be all that interested in an event that happens in Omaha. As a local Chapter, it's important to focus your energies on events that happen in your community, or on issues that affect the community that consumes the news your target outlet produces.

Having prominent names helps – If you're able to secure a prominent speaker for one of your events from the UN, U.S. government, or a highly recognizable nonprofit, let people know! The higher the profile the individual, the more likely you will be able to generate good news coverage.

Incorporate a human angle – Human interest stories are always good news. These stories lend themselves to longer shelf-lives and the events may occur outside your community, though the person being highlighted should be from the area the outlet covers. Human interest stories appeal to emotion; they aim to evoke responses such as amusement or sadness. Newspapers often have a dedicated area for these items.

Newsworthy examples

- Your Chapter is holding a UN Day event in a day or two that has a high-level UN official as the keynote speaker and you expect close to 100 people at the event. [Timely; significant; local; prominent]
- An op-ed from members of your Chapter who met with their member of Congress to advocate for passage of the Convention on the Rights of Persons with Disabilities, and you have a photo from the meeting to prove it! [Timely; significant]
- Your Chapter held a fundraiser in your community that raised thousands of dollars for a UN cause. [Significant; local]



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- One of your Chapter members just returned from a humanitarian visit to a country where the UN is supporting people in need and they have an interesting story to tell. [Human interest; local]

Non-newsworthy examples

The following are examples of items that, though they might have significance, **they are not** newsworthy to the point that the press are likely to cover them:

- Your Chapter named a new president. [Not significant]
- Your Chapter held an event one month ago. [Not timely]
- You live in San Francisco and you want to submit an op-ed to The San Francisco Chronicle about how it is wrong the City of San Antonio passed anti-Agenda 21 legislation. [Not local]