



**COMMUNITY CONSOLIDATED SCHOOL DISTRICT 62  
OFFICE OF COMMUNITY RELATIONS**

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**What's News?**

**Why should the media cover an event?**

*To attract the attention of a reporter in your news story, you will need to think like a reporter. Using the following points of interest as a guide, ask yourself if your story meets 2-3 of the criteria. List those on the **Publicity Request Form** you are submitting.*

Is your news **CURRENT**? Reporters are interested in featuring stories that are happening in the future. Old news is **NOT** news.

Is your news **FIRST**? Something that no other school in the area has tried will take priority in coverage. If it is one of a kind in the area, state or nation, or a pilot program, your chances of coverage is better.

Is your news **TIMELY**? Does it reflect an educational trend? Does it involve observance of special calendar events?

Is your news **INTERESTING TO PEOPLE OUTSIDE THE SCHOOL**? Does it have relevance and meaning for its audience? Is it something that community members can relate to? Is your news informative? Would readers, listeners, or viewers benefit from the knowledge?

Does your story have an **ANGLE**? Examples: a classroom project that is successful because of community involvement; students running a school store and they are kindergartners.

Is your news story is **VISUAL**? How? Describe the visual elements (costumes, scenery, action, etc.) Note: Television reporters **ALWAYS** look for stories with visual appeal.

Is your news **UNUSUAL** or **OUT OF THE ORDINARY**?

Is your news **FEATURE MATERIAL**? Does it have "color," human-interest qualities, and a wealth of background material?

Does your news feature **COMMUNITY INVOLVEMENT**? Examples: community environmental projects; students assuming roles of local government officials; businesses partnering with schools; intergenerational or cross cultural events.