

IDENTIFYING NEWSWORTHY MOMENTS

Read the headlines of your favorite news outlets, podcasts and writers.

Think about: → the medium; → the audience; → applicable to the geographic region

Is this the first, best, newest, latest or greatest? A few determining factors, include:

- You're the first to market and can verify
- Best in class, backed up by credible, comparative data
- It is disruptive, new and innovate
- Local, national or international

Can you offer data or statistics that help create a new story or support an existing one? A few determining factors, include:

- Surveys of more than 500 people
- Non self-serving data pulled from data points
- Compilation of multiple data points offered in a unique view
- Visual representation of your data ideal for data journalists

Have you identified a new trend related to a major media moment or something unique for your industry? A few determining factors, include:

- Something no one else is talking about
- Have data or factual information to back up claims
- Groundbreaking, unique work
- Recommendation for change (legislation, policy, etc...)

Is there a story featuring your customer or a member of your team that is emotion-driven? A few determining factors, include:

- Brings a personal angle to a larger national or international story
- Offers a face and voice for a bigger issue or cause
- Is personal, unscripted and authentic
- Best practice, case study or other valuable use case

Do you have an announcement that is impactful to your company, industry, community or the greater public? A few determining factors, include:

- Large funding announcement
- Hiring of a well-known industry expert or leader
- New product that also falls under "first, best, greatest" scenario
- Release of large data or study

Month	First, best, greatest	Data, analytics	Trends, Insights	Human Interest	Major Announcement