

What is News?

You don't have news if you:

- Attend a regular meeting
- Have research that confirms what most people already knows or believes
- Are morally right
- Announce something expected or predictable
- Receive a relatively small grant or award

You might have news if:

- Something is different today
- Is surprising, unexpected, counterintuitive
- Is the first, biggest, most comprehensive
- Raises new issues, problems, solutions
- Is linked to what's already in the news
- Is intriguing to your neighbor

Not all News is the Same

Not all news is right for all audiences.

Remember that different types of press (national, regional, local, and trade) want different types of stories and are read by different audiences. These media outlets can help you reach important audiences, including state and local decision-makers and industry leaders.

Not all news is “hard” news.

Consider feature and trend articles as potential venues for your research. In general:

- These stories are not generated by a news conference or press release.
- Placement depends more on relationship building and reputation-building.
- These articles tend to be more in-depth than news articles.
- They are good opportunities to showcase