**What is newsworthy?**

You may have heard that you should only send out newsworthy press releases, but what does that mean? A newsworthy story is something that has an impact. Remember, the greater the impact, the more newsworthy a story is.

**Questions to ask yourself BEFORE you send a press release:**

* Does anyone outside of your organization care about this?
* Is this a new story?
* Is your business or organization offering something that is unique compared to others in the field?
* Does it impact the community or public?

**Newsworthy items include:**

* A new product
* New director
* Profit figures
* An upcoming event
* An award given to your business or organization
* A new partnership with other businesses
* Involvement in a community service project
* Grand opening event
* Celebrity appearances
* New company policies
* Donations

Items that are not newsworthy:

* A 10% off sale

Oftentimes, news is in the eye of the beholder. Use your best judgment, and don’t send out press releases that are not newsworthy.