To help you identify whether your work, activity or information is newsworthy, consider the following questions:

- Is it **local**? Or does it offer a local angle on a national story?
- Is it **timely**, e.g. is it happening now or coming soon?
- Will it significantly **impact** someone’s daily life (especially within a publication or program’s audience)? Will it impact many people’s daily lives?
- Is it **useful** in informing public policy discussions?
- Is it or an aspect of it **new**?
- Is it **unique, rare, unusual, innovative or award-winning**?
- Is your **funding unusually large** or from a unique source(s)?
- Does it involve any of the following?:
  - Change
  - Challenge
  - Contradiction
  - Conflict or controversy
  - Collaboration

If you can answer “yes” to one or more of these questions, you may have something worthy promoting to press as news. The more yeses you have, the more newsworthy it is.

In addition, your news may further pique journalists interests if it involves any of the following:

- Common emotions
- Common struggles
- Milestones
- Human needs
- Personal stories