

## How To Place Your Organization In The News

By Daniel Clemens

What's newsworthy in your company or organization? Probably more than you think.

This is a worthwhile effort because identifying events and developments that appeal to a news organization is a key to an effective media relations strategy.

Many news organizations today are in constant need of content, thanks to the twin effects of declining news staffs and the rise of digital platforms such as websites and social media, with their almost insatiable content appetites. Many news outlets have ample regular features to fill, including calendars, notebooks, and news briefs.

Of course, in the case of major news, the news outlets will come to you. What we're talking about here are smaller items and developments that you distribute as news releases. Some will end up as short items, essentially reprints of your news release (if you know how to write them effectively) while others could lead to follow up coverage in the form of a feature article.

But point is that your labors to identify what's news can make a difference in getting your organization's name out there. A dedicated effort to find and distribute modest news items on a regular basis over time is the core of an effective media relations program.

So back to the original question: What's newsworthy? Here are some primary categories.

1. Promotions, hirings: In many communities, employees live locally. News outlets are interested in items about local folks.
2. Events: Seminars, symposiums, job fairs, demonstrations, visits by elected officials or other dignitaries. The most appealing events are open to the public.
3. Awards, distinctions: Accorded either to the organization or to individuals. A note of caution: Make sure they are legitimate.
4. Upgrades to the operation: These should be substantial, such as expansions, construction, demolitions, particularly if they affect traffic, sidewalks, etc.
5. New and innovative technologies, programs: New products or services could fall under this category, too, but they must be intriguing.
6. People: Just about any organization includes people who would make an interesting story, whether the attraction is related to their work or what they do in their personal life.
7. Community service: Initiatives that make a difference in the community, particularly those requiring volunteers or participants.
8. Milestones: These can be historical items such as anniversaries, or achievements such as sales records.

Once you've identified a solid item that a news organization likely will be interested in, what's next?

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Writing and distributing a news release that is readily digestible by news outlets, of course.

But that's the topic for another article.

*Daniel Clemens worked as a reporter first and then as editor for The Baltimore Sun for more than 20 years. As a news media advisor, he has penned news releases that have yielded coverage by local, regional and national news organizations.*