

Today's MARKETPLACE



WHAT MAKES A STORY NEWSWORTHY?

4 CRITICAL QUALITIES	OVERVIEW	WHAT'S YOUR STORY?
1. Timeliness	Current information and events are newsworthy because they are “new” and are making an impact NOW.	Is your timing right? Does your story offer new information or impact events that are happening currently, or about to happen in the next month or quarter? If yes, let's talk!
2. Controversy and Conflict	New ideas, policies, inventions, or mandates attract attention by highlighting problems and issues. These challenges are newsworthy because we want to know who is trying to solve them and how.	Are you part of the solution? Does your organization have a new, innovative, or different way of solving a problem? If yes, let's talk!
3. Human Interest	People are interested in stories that impact people in meaningful ways. They seek stories that impact people around the globe.	Does your story impact people? Is your organization working towards advancing medicine, protecting the planet, or reducing pollution, helping people stay safe? If yes, let's talk!
4. Relevance	People are interested in information that helps them make good decisions.	Does your story inform decisions? Does your organization have a story that will inform and/or inspire investors, businesses, and financial professionals in the US marketplace? If yes, let's talk!

