

Working the Media — Worksheet

Newsworthy is a checklist, not an opinion. Find the real hook, aim at one reporter instead of spraying fifty inboxes, and match the platform to the audience.

The Newsworthiness Checklist

Timely

Is there a reason this is happening now — a vote, deadline, or new report? Write your answer, or "none."

Conflict

Is there a genuine two-sided dispute here? Write your answer, or "none."

Human impact

Is there a specific person this happens to — a face, a name, a scene? Write your answer, or "none."

Local

Does it touch this specific community, street, school, or budget? Write your answer, or "none."

Novel

Is there anything new, surprising, or first-of-its-kind here? Write your answer, or "none."

Prominent

Does it involve someone or something the audience already knows? Write your answer, or "none."

Your pitch

Strongest hook

Which of the six hooks above is really there? Lead with that one.

Three-sentence pitch

What happened, why now, and the one real person whose story makes it concrete.

Aim, don't spray

The one reporter or outlet

Name the journalist or outlet that already covers this beat and reaches the people you need to move.

Before you pitch

The hook is real and checkable, not just important to me

I have a specific person ready to talk, and they've consented

Any number I'm citing, I can source

I'm sending this to one aimed reporter, not fifty inboxes

If you couldn't find a single hook, that's the finding — it tells you what your fight needs before it's ready for media.