

# What makes a good story?

Preparing for the news release or  
media pitch

Three large, empty, light yellow rectangular boxes stacked vertically, intended for notes or content.

Does this story have a direct tie-in to recruitment or retention?

Yes  No

If yes, how?

Does this story involve students?

Yes  No

How are they involved? Who are they?

Do you have any target publications/media outlets for this?

Yes  No

If yes, please list them here.

Who are the individuals involved (non-students?)

Do you have images to share or other materials that would help us gain more understanding (grant proposal, etc)? (please attach to your communication)

Yes  No

If yes, please list them here.

Are you willing to talk to the media if we get inquiries?

Yes  No

