

# What makes a good story?

Preparing for the news release or  
media pitch

Three horizontal yellow rectangular boxes stacked vertically, serving as a form for notes or answers.

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

