NEWS EVALUATION TOOL

Date:

- What are the purposes or goals of communicating this news? Think specifically and think beyond “raise awareness” or “tell people about our work.”
  - Do you want to raise awareness of a particular aspect of your work?
  - Does your funding require you to communicate about the work?
  - Is your news part of a bigger story that is ongoing in research or in the community?
  - How does your news connect with the College’s primary goals?

- Who are your intended audiences, both primary and secondary? Are they internal or external?

- How do they get their news?

- What actions do you want them to take?
• Measurement: how will you know if you have been successful?

• Key Message Point: What is the single most compelling idea? That is most likely the “lead” or first part of the story. Think “impact” – not dry facts. Who is affected by your news?

• Other things to think about when evaluating your idea:
  o Proximity – Is your audience directly or indirectly affected?
  o Timeliness – How recently did it occur?
  o Novelty – Is this new? Is this unique? Is this the first? Is this the best?
  o Wide Appeal – Is the audience limited, or broad?
  o Conflict – Does the story include some level of conflict, whether a conflict of ideas, groups or “sides”?

• Five Ws
  o Who is involved?
  o What is involved or happening?
  o Where is the news taking place?
  o When is it occurring?
  o Why (and how) is it taking place?