

WHAT MAKES A GOOD STORY?

Preparing for the news release or media pitch

DO YOU HAVE GREAT NEWS TO SHARE? NEW RESEARCH GRANT, RESEARCH BREAKTHROUGH, GROUNDBREAKING TEACHING TOPIC, CLASS PROJECT, EVENT OR AMAZING STUDENT STORY?

We love to share good news and a news release/story pitch sent to the media is a great way to start. You can help expedite the process and make the story better by thinking through the details of your idea before chatting with UCM.

The best stories are those that are relatable – research that shows how something is solved or people can be helped; individuals who are doing good things; notable accomplishments; new, innovative or interesting approaches to the everyday, excellent outcome data, etc.

Walk through these items and come up with some great answers! Then, email the completed form to ucm@uakron.edu.

Who do you see as the main audience for this news? (select all applicable)

- | | | |
|--|--|---|
| <input type="checkbox"/> Campus | <input type="checkbox"/> Professional/academic community | <input type="checkbox"/> Local/regional media |
| <input type="checkbox"/> Local community | <input type="checkbox"/> Other | |

Give us the main details in simple language, including the three most important things for people to know (pitch it to us!)

What is your ideal headline for this story?

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

