Criteria for media relations success

There are many ways Kiwanis clubs can get media coverage. For example, in addition to your scheduled and planned programs and events, try brainstorming some ideas for news “stories,” and then measure your story ideas against the following criteria:

**Timeliness**
- What news is happening at your club?
- Did an event/announcement happen recently to Kiwanis/your club?
- Is there any way to tie your announcement/event to a current event or holiday?
- Did your club recently experience an anniversary or noteworthy milestone?

**Proximity**
- Is the Kiwanis event/announcement taking place in the local area covered by the media outlet/station you are targeting?
- Is this event a first for your club? The county? The region? The world?

**Impact**
- Will it affect lots of people?

**Importance**
- Is this event, program important to people in your community? Why, and why should it matter to them now?
- Is your club making any donations in the near future? What will be the outcome of these donations?

**Novelty**
- Is the event/announcement unusual? Different?
- Can you connect your announcement/event with a local celebrity or elected official?
- Is there an opportunity to bring in a media personality to assist with your event? (e.g., emcee the event)