Cairn Group – PR story spotting toolkit

What makes a good news story?

Local newspapers, radio and regional TV are built largely around human interest stories, about people from their own area. All media want stories that are:

- "New"- if something has happened last week, they won't report it as it makes them look slow off the mark.
- Fresh - is this the first time it has happened?
- Different - is this the biggest/fastest/highest/only one of its kind?
- Quirky - is there something within the story that people might not know, or might make them laugh or smile? Sometimes the quirkier angles work best at hooking in the journalist
- Relevant - what makes it of particular interest to their readers/listeners?
- Have a local angle

Often the best stories are the smaller, more personal ones, not necessarily the big activities.

Here are some examples of the types of stories the press would be interested in hearing about:

- Interesting or unusual events taking place
- Investment in the business, e.g. refurbishments, extensions
- Staff appointments
- Staff training / investing in staff
- Industry award wins – for both the business and staff
- Anniversaries within the business – birthdays, milestones etc
- Statistics and surveys
- Comment on your industry – anything happened in the sector which you'd like to address?
- Community / CSR / Charity engagement
- Seasonal trends – e.g. increased turnover / business