

Newsworthy Scale

The most important buzz word in public relations is newsworthy. Let's face it, the Credit Union Movement is something that interests all of us involved in the Credit Union Movement. But what can a credit union say that will be interesting to the general reader/viewer?

When writing a press release or pitching a story to a reporter, keep in mind the context of the story and why it is important to the everyday member of your community. Below are some topics that are often submitted as news by credit unions, their "newsworthiness" on a scale of 1 to 5 (1 = Not Newsworthy, 5 = Very Newsworthy), and what you might expect as far as coverage.

Topic	Newsworthiness	What to expect
Branch Opening	4	Branch openings mean economic development and potential job creation. In the very least, the newspaper that serves the community the branch is opening in will be very interested.
New Hire	1 – 3	Depending on the position you are filling, a new hire will vary in newsworthiness. If you are replacing a CEO who was a big part of the community, this will be newsworthy and a story could be written. If you are hiring a teller, it may be mentioned in a business brief, or not at all.
New Service	2 - 4	This story also has a varying range, depending on the uniqueness of the service and how many members (or potential members) could be impacted. If you are making a significant technology upgrade (Shared Branching, mobile banking, electronic deposits, etc.), you may attract reporters who cover technology as well.
Financials	4 - 5	Reporters, particularly newspaper reporters focused on financial institutions, will be intrigued to see your quarterly financials (assets, loans, capital, etc.) This is also attractive to local newspapers who like to focus on community businesses.
Charity/Fundraising Event	2-3	While it is always great to publicize the community relations aspect of credit unions, this is typically not something to expect front page coverage on. Obviously, the larger the dollar amount and the more recognizable the charity,

		the more newsworthy. However, expect this to appear in a news brief.
Financial Education	3 - 4	Whether working with adults or children, financial education is an important topic, especially during a slow economy. This is a great opportunity to work one-on-one with a reporter and help them decipher the difference between credit unions and banks. Consider inviting the reporter to a financial education session.