



College of Liberal Arts & Sciences
UNC CHARLOTTE

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:**
 - **Proximity – Is your audience directly or indirectly affected?**
 - **Timeliness – How recently did it occur?**
 - **Novelty – Is this new? Is this unique? Is this the first? Is this the best?**
 - **Wide Appeal – Is the audience limited, or broad?**
 - **Conflict – Does the story include some level of conflict, whether a conflict of ideas, groups or “sides”?**

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