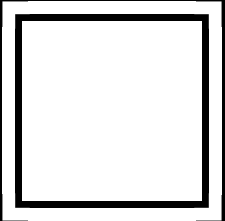


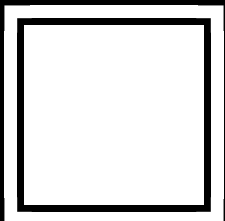
TIPS FOR CREATING NEWSWORTHY CONTENT

SKC Checklist: Do you have one of these?



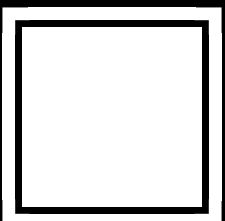
FACTS & FIGURES

Do you have any hard data to back up your claims?



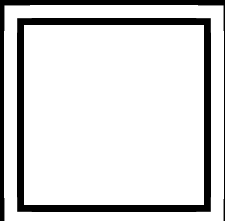
PROXIMITY

Is your news important to those in your community and industry?



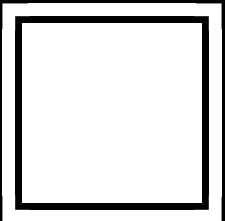
RELEVANCE TO NEWS

Is the news cycle talking about the same subject we are?



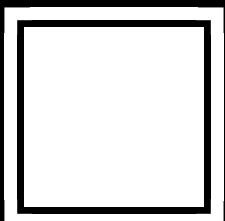
NOVELTY

What new product, service, news am I bringing to the world?



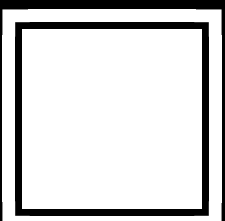
CLAIM TO FAME

What is my company's claim to fame?



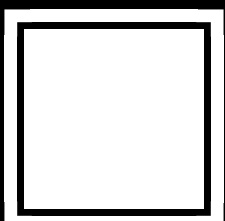
CELEBRITY STATUS

Can I use my executives' credentials for this content?



UNDERDOG STORY

Am I a David to industry Goliaths?



IMPACT

Does my news impact a lot of people or significantly affect my industry?