

Types of News Hooks

Examples

1) Holidays

- Labor Day
- Tax Day (April 15)
- Martin Luther King Jr. Day

2) Anniversaries

- Anniversary of the Voting Rights Act (August 6, 1965)
- Anniversary of the Small Schools Movement
- Anniversary of the creation of first juvenile court (1899)

3) Seasonal Events

- Anniversary of Hurricane Katrina

- Back to school
- Spring break
- Winter solstice

4) Political Events or Historic Markers

- Presidential or local elections
- California's gubernatorial recall
- State budget is released or passed

5) New Developments or Special Events Related to Your Cause

- First-ever state takeover of Oakland schools
- A new report released on unemployment rates or conditions for incarcerated youth
- Mayoral event on "violence prevention"
- October 22, National Day of Protest Against Police Brutality

6) Stories Already in the News, Ways to Localize a National Story

- At-home effects of rising costs of war in Iraq
- Increase in jobs nationwide not helping Californians