

Communication
How to write a news text

In order to create and disseminate an effective press release, it is important to capture the intended recipients' interests, and that the message be as easy and enjoyable to read as possible. If you adjust the message to capture the interests of its target readers, you do a lot of things right.

Important things first

Before an article, sent to a newspaper is published, it may be edited for excessive wording, and certain information may be pared down, particularly toward the end of a text. Therefore, writing a media release requires a deductive approach, such that the important information is stated at the beginning. This procedure is known as the "inverted pyramid". The lead is at the heart of the message: it should be succinct while still addressing the five W questions + How (who, what, why, how, when, where).

Longer texts with subtitles

Media releases succeed if they follow journalistic practices. These include, for example, subtitles in the scrolling text. In order to adapt to journalistic practice, one writes press texts objectively and in the third person. Self-praise, superlatives or advertising should be omitted.

Show the value of the news

The purpose of the media is to inform their audience of something new. Thus, refrain from overwhelming the media with a flood of messages, but provide specific information if you really have something to say. Write clearly, avoid foreign words and terminology if possible. Impress with facts. Add surprising thoughts.

Introduce the school briefly

Location, size, special profile

Indicate a contact person

First name, last name

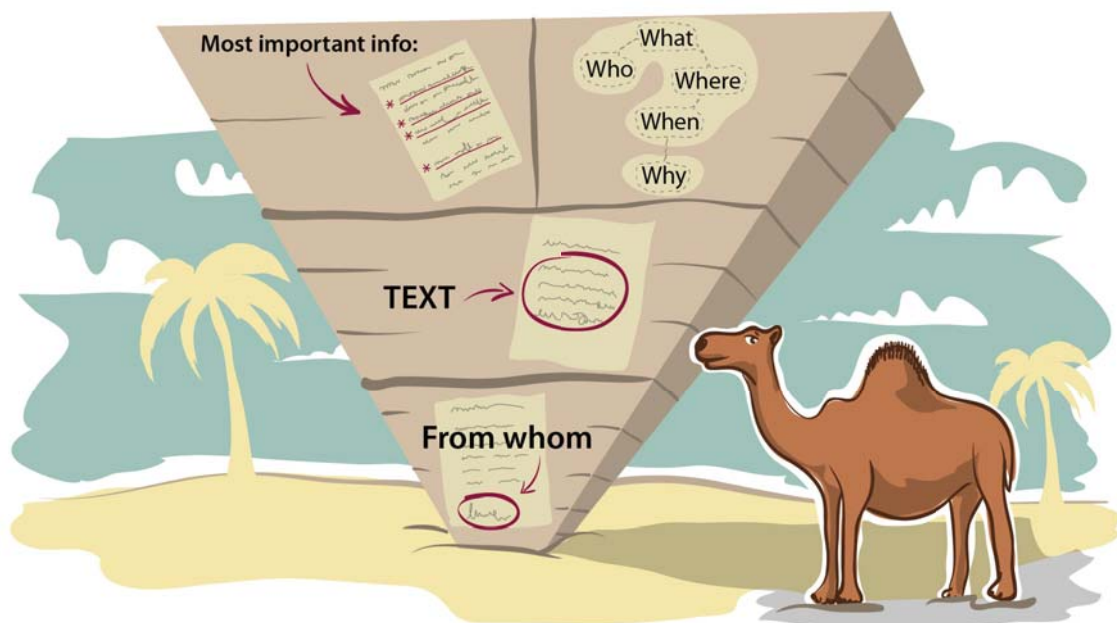
Function

Address

Phone

e-mail

website



My news text - Checklist for myself:

- Is my text **clear** and comprehensive?
- Is my news text **unique**, informative and relevant to my audience (which audience)?
- Do I position myself as a **leading source** (by sharing my personal views on a currently relevant news event)?
- Do I show the **relevance** of the topic – now and in the future?
- Did I use **quotations** by people who were involved in the event?