WRITING A NEWS RELEASE (WM3A)

Module
Working with the Media (WM)

Format
Individual exercise

Purpose
This exercise contributes to the module learning objectives by providing an opportunity for participants to practice writing a news release.

Time Required
- 1 hr. (or assigned as homework)

Activity Description
For homework before this activity, participants should review sample news releases and the News Release Template to familiarize themselves with what a news release looks like and the components of a news release.

Assign participants to write a news release based on their own research, program results, or advocacy topic using the template and PRB example as a guide. Each participant should write his/her own news release using the information they have available. Ensure that participants have time to ask questions about assignment and that everyone understands when the news release is due. The news release can be assigned as homework or you can give participants sufficient time during the workshop to write it.

After the allotted time, the participants will provide a copy of their news release for facilitators to review outside of the workshop. Facilitators will review and write comments on each news release and provide guidance on what worked well and what can be improved. If you will be including session WM5E, Practicing an Interview, the facilitators will also need to write 1-2 questions based each news release which will be used to interview participants during the 60 second sound-bite activity. All news releases should be returned to the participants during Working Group Session WMS2D where each group will review and discuss each member's news release.

Key Learning Concept(s)
- A news release should include essential elements such as a heading, title, and an opening line or "hook."
News releases should stick with describing the findings of the research, including data, and a brief introductory statement.

Details of the description of the research study such as how many people, sample size, etc. should come at the very end of the news release.

**Materials Needed**

- Participants will need access to computers to type and print their news release

**Associated Exercises**

- Practicing an Interview (WM5E)

**Associated Presentations**

- How to Write and Deliver a News Release (WM2L)
- The Art of Interviewing (WM4L)

**Required Preparation**

- News Release Template (WM3A)
- Example News Release: Population Reference Bureau (WM3A)