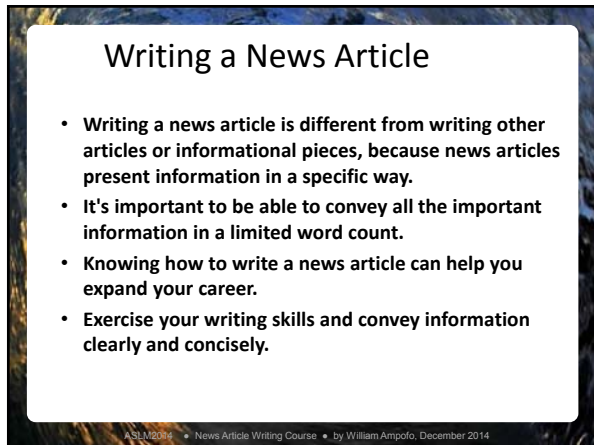




Sharing Success: Writing News Articles and Award Nominations
By William Ampofo

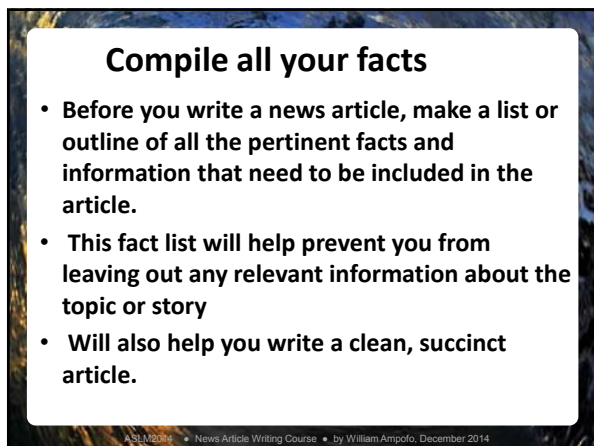
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Writing a News Article

- Writing a news article is different from writing other articles or informational pieces, because news articles present information in a specific way.
- It's important to be able to convey all the important information in a limited word count.
- Knowing how to write a news article can help you expand your career.
- Exercise your writing skills and convey information clearly and concisely.

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Compile all your facts

- Before you write a news article, make a list or outline of all the pertinent facts and information that need to be included in the article.
- This fact list will help prevent you from leaving out any relevant information about the topic or story
- Will also help you write a clean, succinct article.

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Start with the lead

- News articles begin with a leading sentence that is meant to grab a reader's attention and interest them.
- This is one of the most important parts of the piece, so start with the leading statement when writing a news article.
- Your lead should be one sentence and should simply, but completely, state the topic of the article

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Give all the important details

- The next important step to writing news articles is including all the relevant facts and details that relate to your lead statement.
- Include the basics of what happened, where and when it took place, who is involved and why it's newsworthy.
- These details are important, because they are the focal point of the article that fully informs the reader.

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Follow up main facts with additional information

- After you've listed all the primary facts
- include any additional information that might help the reader learn more
 - such as contact information,
 - additional facts about the topic or people involved
 - or quotes from interviews.
- This additional information helps round out the article

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Check facts before concluding

- Be sure to double check all the facts in your news article before you submit it
- including names, dates, and contact information or addresses
- Writing accurately is one of the best ways to establish yourself as a competent news article writer

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Remain unbiased

- A news article is meant to convey direct facts, not the opinions of its writer.
- Keep your writing unbiased and objective.
- Avoid language that is overly positive or negative or statements that could be construed as support or criticism.

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Conclude your article

- Make sure your news article is complete and finished by giving it a good concluding sentence
- This is often a restatement of the leading statement
- Or a statement indicating potential future developments relating to the article topic

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TIP

- As a writer, be objective and show all sides to an issue.
- The article should usually be based on a well-defined topic or topics that are related in some way, such as a factual account of a newsworthy event.
- Ensure that the sources for the news story are identified and are reliable.

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**Transform
scientific work into a success
story**

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Think Big

- accept that accuracy is relative.
- Journalists need us to shift our mindset to the perspective of the layperson
- Question whether a particular detail or caveat is necessary to convey the broader importance of the work.
- For a vital caveat, be ready to explain clearly why it is part of the big picture.

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Get the facts

- **Argument is no substitute for evidence.**
- **Most scientists are not experts in journalism studies**
- **That shouldn't stop us from teaming up with the experts**
- **Do research on how our area of science is represented in the media.**
- **Research your field to assess the accuracy of press releases and news stories**

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standard structure of news stories

- **Some readers come to news sites wanting a quick hit**
- **Others want to know more about each story**
- **The 'inverted pyramid' – essentially presenting the new results at the top**
- **then filling in the background – can satisfy both camps if it is done well**

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Tips for website article about a scientific paper

- **The purpose of a headline is not to tell the story but to pique the interest of readers without lying.**
- **Anything that informs public about scientific research is a good thing.**
- **To introduce the subject matter, pose a question --- is this an important scientific finding?**

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Tips for website article a scientific paper

- state the main claim that the research makes, making it clear and avoiding personal opinions about this research.
- briefly state which existing scientific ideas this new research "challenges".
- if the research is about a potential cure, or a solution to a problem, describe how it will raise hopes for a group of sufferers or victims.

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Tips for website article a scientific paper

- **state in which journal the research will be published**
- **where the scientist is from - department and university**
- **briefly state how many years the scientist spent leading the study, to reinforce the fact that this is a serious study**

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Tips for website article a scientific paper

- **state whatever was being researched ...was first discovered in some year, presenting a timeline to establish context for the reader.**
- **Add include variety of facts about the subject of the research by internet research of the topic.**
- **Reference or quote some celebrity / historical figure, or a group of sufferers to give the news story a human interest**
- **Include PICTURES**

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Tips for website article a scientific paper

introduce controversy if any - explain that while some scientists believe one thing to be true, other people believe another, different thing to be true!

The research is useful", they will say, "and gives us new information. However, we need more research before we can say if the conclusions are correct."

Provide balance with a quote from another scientist in the field and from some special interest groups if public "controversy" exists.

In final paragraph, state that any ambiguous results and state that research continues.

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