

# Writing news for reaching international and local media

***Things happening locally and, in the world, can make your ongoing project particularly relevant and interesting for journalists. You, as a project manager, have the capacity to make journalists know about your project, and to spread a message more widely.***

When wanting to get attention from the media, you should write a concise summary of the news you want to share (See page 2 for a template).

The content can be your expert perspective on an issue, an aligned view from several partners, or a common result from several projects that can be important for policy-making in Europe, for example. To keep in mind:

- **Relevance:** Which media outlets or newspapers wrote about circularity, sustainable mobility or energy? Are there any new laws or regulations being discussed? Seize the opportunity to contact the media when it is most relevant.
- **Length:** Keep it short, **one A4 –page** is a good length. See page 2 for guidance on how to structure the text.
- **Timing:** Reach out to the media before your final results are published. Indicate that the publication/policy brief/event is planned to be released on a date or provide a date range. The journalist or editor can follow up for more details or for an interview when they are interested.

**Send out:** Coordinate with other project partners for the final version, translation into other languages and send out date. To reach out to the media, you could use two ways:

**Official DUT channels:** Send the draft of your news item to DUT communications team. The DUT team will evaluate the draft and decide what to do (publish on website, make an external send out to journalists, editing etc). The DUT team will use official DUT Channels (Website, other). **Send it to:** [projects@dutpartnership.eu](mailto:projects@dutpartnership.eu)

**Other channels:** Your organization (a project coordinator or other) can send news to journalists directly via email or other tools (ask your comms department). This will not be an official DUT communication to media. **However, when writing about your DUT project(s), you should always add the following funding statement:**

*"XXX project has been funded by \*Agency xyz\* under the Driving Urban Transitions Partnership, which has been co-funded by the European Commission. Read more at <https://dutpartnership.eu/>"*

## Elements of a news item targeting the media

The most important facts and messages shall be in the beginning, since **you have a few seconds to attract the attention on an editor or a journalist**. In order to increase the possibility that your news are picked up, try to pitch in to journalists interested in the field beforehand.

Find below a suggested structure.

### Date

Add the date for when the press release is sent out.

If needed, indicate an "embargo date", which is when your news can be "made public". Usually the embargo date is the same as when the report or policy brief is planned to be published, accessible and visible on a website.

### Headline

One sentence with the key message. If you have interesting figures, use them in the headline if possible.

Avoid using unfamiliar abbreviations in titles and headings

### Introduction text

3-4 lines which summarizes the news. Add facts if available.

### Quote 1

To make the text livelier, add quotes from the spokesperson or authors, where they are commenting on the facts or emphasizing the key messages. The first time a spokesperson is quoted, add title as well as organisation. If the person is quoted twice, only the name is needed the second time.

Example: Name, title, added, " xxxxx ."

### Bodytext 1

The bodytext shall give the reader more information and facts about the topic which the press release is covering.

Add background if needed. It can be a concise description of the study, methodology or other information which can be of value for the journalist.

If you have infographics, images or filmed material which media can use, add links to them (Add copyright – name of photographer/project, or sources like Unsplash, if needed).



Always introduce an abbreviation at the first mention e.g. research and development (R&D), UN Food and Agriculture Organization (FAO). This only needs to be done once.

### **Quote 2**

Do not use too many quotes, 2-3 is a good guideline. You may decide to add one quote per organisation.

### **Bodytext 2**

The bodytext shall give the reader more information and facts about the topic which the press release is covering.

Add background if needed. It can be a concise description of the study, methodology or other information which can be of value for the journalist.

If you have infographics, images or filmed material which media can use, add links to them.

### **Contact information**

Add contact information, and make sure that the persons who are contact persons are available for questions the day you make a sendout, or an interview in the following days.

Contact information shall normally be name, title, organisation, phone number and email.

### **Footer with funding statement**

Funding statement: "XXX project has been funded by \*Agency xyz\* under the Driving Urban Transitions Partnership, which has been co-funded by the European Commission. Read more at <https://dutpartnership.eu/>"



**Driving Urban  
Transitions**