

Writing News Release Development (Articles for all Media) Process Step Table

PURPOSE: To ensure complete and effective news releases may be produced and distributed by all offices.

SCOPE: From district to state office.

Step Action – a verb sentence	Responsibility Any position that is accountable for the completion of this step.	Inputs Items needed to complete the step (forms, tools, people, etc)	Control Practice Standard, Policy, Regulations, etc.	Output Completed object, form, reviewable product, or demonstrated knowledge.
1. Identify the news items to be promoted/announced.	<ul style="list-style-type: none"> • District Conservationist (DC) • Assistant State Conservationist for Field Operations (ASTC-FO) • Public Affairs Officer (PAO)/SC 	<ul style="list-style-type: none"> • Local calendar • Workload • Special projects, etc • Computer resources 	<ul style="list-style-type: none"> • DC • PAO 	<ul style="list-style-type: none"> • Headline for news release
2. Identify who, what, when, where, why, and how of the story—as applies.	<ul style="list-style-type: none"> • DC • ASTC-FO • PAO/SC 	<ul style="list-style-type: none"> • Knowledge of the subject matter • S • Computer resources 	<ul style="list-style-type: none"> • DC • PAO 	<ul style="list-style-type: none"> • Content or notes for the news release
3. Use content to write short news release about the subject.	<ul style="list-style-type: none"> • DC • ASTC-FO • PAO/SC 	<ul style="list-style-type: none"> • News release template [including EEO statement and logo(s)] • Staff time • Computer resources • 	<ul style="list-style-type: none"> • DC • PAO 	<ul style="list-style-type: none"> • Body of the news release
4. Select contact person for media re: news release.	<ul style="list-style-type: none"> • DC • ASTC-FO • PAO/SC 	<ul style="list-style-type: none"> • VIP List • Phonebook • Local contacts • Computer resources 	<ul style="list-style-type: none"> • DC • PAO 	<ul style="list-style-type: none"> • Contact person in news release.
5. Locate visuals to accompany release (photos, graphs, maps), if needed.	<ul style="list-style-type: none"> • DC • ASTC-FO • PAO/SC 	<ul style="list-style-type: none"> • Photo Gallery • Local photography • Computer resources • Digital Camera 	<ul style="list-style-type: none"> • DC • PAO 	<ul style="list-style-type: none"> • Images for news release
6. Share first draft with appropriate sources (including partners involved in joint release) for review.	<ul style="list-style-type: none"> • DC • ASTC-FO • PAO/SC 	<ul style="list-style-type: none"> • Draft release • Staff time • Computer resources 	<ul style="list-style-type: none"> • DC • PAO 	<ul style="list-style-type: none"> • Revised news release and final headline

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7. Assemble distribution list and send out release.	<ul style="list-style-type: none"> • DC • ASTC-FO • PAO/SC 	<ul style="list-style-type: none"> • Final news release • Computer resources • Fax • Email • Mail 	<ul style="list-style-type: none"> • DC • PAO 	<ul style="list-style-type: none"> • Coverage in local media

Field Checked: September 16, 2005

Approved: /s/Richard Van Klaveren
 Richard Van Klaveren, State Conservationist

Date Approved: October 14, 2005