News articles are excellent opportunities to increase awareness of Extension work. Know your audience.
- General public—article must be interesting to them first
- Smaller groups—farmers, young people, gardeners, etc., interesting to them next
- Article should be interesting to the general public. Highly technical stories or stories with limited appeal may not be published.

News stories that focus on people are more interesting and read more often.

Types of news stories:
- Advance story
- Follow-up story
- Feature story

Two primary parts of news stories:
- Lead—usually summarizes what the story is about
- Body—provides the details that explain the lead

Content should include the following:
- Who
- What
- When
- Where
- Why
- How

Write in the inverted pyramid form:
- Most important details first
- Other details with less significance follow
- Usually not chronological

Be correct. Double check your facts, especially dates and names.

Keep it short.
- Short, familiar words
- Short, concise sentences
- Short, tightly focused paragraphs

Avoid unnecessary modifiers—adjectives and adverbs.

Be specific.

Make it interesting.
- Use direct quotes.
- Use personal words—names, nouns with gender associations, and personal pronouns.
- Add color with descriptive words and phrases.
- Localize it to your area.

Write in active voice.

Weed out empty words and phrases.

Online Resources
- Wikipedia—News Writing
  http://en.wikipedia.org/wiki/News_writing
- Media College
- Basic News Writing—Ohlone College
  http://www.ohlone.edu/people/bparks/basic_news_writing.html
- News Writing Tips
  http://www.northernstar.info/nina/highschool/write.html

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