

03137 IAPH - Preparing News Releases

Institution: Iowa Department of Public Health, Upper Midwest Center for Public Health Preparedness

Course Description: The course focuses on writing effective news releases, public service announcements, news advisories, and preparing for and conducting news briefings and news conferences.

Prerequisite: None.

CEUs: N/A

Course Objectives:

After completing this course the learner will be able to:

- Discuss the importance of deadlines in different types of news release.
- Describe who's who in the newsroom.
- Focus on newsworthy elements of the story by using clear and simple language and consistency in the style and usage.
- List the eight properties of a news release.
- Summarize and organize information in a manner that creates clear and accurate understanding.
- Understand the use of the 5 W's and the inverted pyramid style in newswriting
- Write the lead, body and headline for a news release.
- Explain the importance of quotations in a news release and use them in an appropriate manner.
- Explain the review process for a news release.
- Explain the dissemination process for a news release
- Adequately prepare for follow-up questions from the media
- Effectively monitor and analyze news reports, utilizing Rapid Response when appropriate
- Develop talking points using the "message triangle".
- Describe the criteria used to select broadcast media stories
- Describe four essential qualities contained in effective broadcast news stories
- Write effective public service announcements.
- Describe the difference between a news release and a news advisory; write an effective news advisory
- Distinguish between a news release, a news conference and a news briefing
- Prepare for and conduct a news conference or briefing.

Target Audience: This course is intended for PIOs/PAOs who need to improve their skills in communicating with the public during an emergency.

Course Format: Online independent study, accessible at <http://www.prepareiowa.com/>

Time Requirement: 2.5 hours