GUIDE FOR ANNOUNCEMENTS/NEWS RELEASES ABOUT YOUR DEPT

Please use this as a guide for drafting a news release or announcement, if you have a request for coverage of faculty honors/awards, gifts between $1 million and $10 million, updates on an initiative or certificate, etc. Please use full, clear sentences rather than fragments of thoughts or notes, except, of course, for yes/no q’s.

When complete, please forward to Mary Ellen Gabriel in L&S (maryellen.gabriel@wisc.edu). L&S will edit and follow up with you as needed if there are questions. You will see the final version of the release or story. Let us know if you want to be credited as the writer/listed as the contact.

WHAT IS THE NEWS? (i.e. “Marc Wolman, assistant professor of zoology, received a Shaw Scientist grant.”)

WHEN WILL/DID IT HAPPEN?

WHY IS IT SIGNIFICANT? (“This is a prestigious and remunerative award that will jumpstart his research in a key way (describe the key way).”

WHAT WILL BE THE IMPACT? (“This gift will launch an ambitious effort to transform undergraduate education in the humanities at UW-Madison, by reviving an integrated approach to learning across disciplines, etc. etc. details go here.)

WHO WILL BENEFIT? (“Ultimately, this gift will enable students and faculty to practice and perform in a space worthy of their talents, and transform the music experience for public audiences as well.”)

BACKGROUND: (This should be a paragraph or two at the most. What led up to this; what is the context, what are some salient details that will be interesting to the broader public or the UW audience?)

DOES IT RELATE TO ANYTHING CURRENT? (“The new career outcomes alumni survey shows that our liberal arts students are getting jobs, data that is relevant to the new UW System Accountability Dashboard.”)

DOES IT HAVE A WISCONSIN TIE?

IF IT IS A GIFT, WHAT DO WE KNOW ABOUT THE DONOR? (Name, connection to dept/unit)

DO YOU HAVE HIGH QUALITY PHOTOS TO SHARE?