News Items and Press Release Standards

Please include the following information in all news items:

1. Headline – catching the attention of the reader
2. Lead summary – the essential elements of the story, 25-35 words
   E.g. “The Board of Trustees of Reformed Theological Seminary is pleased to announce the appointment of Ms. Elizabeth Pennock to the faculty of the Orlando campus. She will serve as the Assistant Professor of Counseling beginning January 1, 2019.”
3. Introduction – introduce the person or topic.
4. Quotes from key people involved in the story – these should be on the more formal side, avoiding contractions, etc. Two quotes minimum desired.
   E.g. “Elizabeth Pennock’s addition to the faculty of RTS Orlando further strengthens the seminary’s capacity for providing the best biblical, theological, and practical training for future pastors, counselors, teachers, and missionaries.”
5. Main body – give more detailed information and context to help readers understand what is going on, whether it is further information about the person, the history of the event, or the topic at hand. The most effective way to communicate this information is to share it in a narrative or story format.
6. Picture if desired. This should be a high-quality headshot or image. We will use a campus image as the featured image, but can also insert a headshot or other relevant image in the body of the press release.

Please allow at least 5 business days from the initial submission to the release date.

Examples of news-worthy items:
- Faculty and Staff Appointments/significant changes
- New programs, institutes, centers
- Campus name changes
- Faculty and Staff Publications (must follow above standards)
- Scholarships

If you have any questions as to what constitutes a newsworthy item, please email kberkompas@rts.edu or communications@rts.edu. If you submit a news item request that is not within these parameters, we will communicate with you to determine how to best publish the information.