RTS Releases News Item Guidelines (Headline)

(JACKSON, Miss.) — The Office of Communications is pleased to announce the release of new guidelines and standards for Reformed Theological Seminary news items. (Location, Lead summary, 25-30 words)

These standards will help RTS have uniformity between campuses as we seek to inform constituents about faculty and staff appointments, new programs and opportunities, etc. The goal of all press releases should be to inform the audience about the news itself, the background of the topic at hand, and the relevance to RTS and its constituents. The most effective way to communicate this information is to share it in a narrative or story format. (Introduction, basic background information)

Kelly Berkompas, Digital Communications Manager, observed, “RTS has grown so much over its years of service to the Church. Due to this growth, we are seeking to communicate more effectively both internally and externally. These new standards will enable us to better share the exciting work that occurs at RTS.” (Person, title, and pertinent quote)

The Office of Communications is one small example of this growth. Phillip Holmes, Vice President of Institutional Communications, began work at RTS in 2017. He has initiated many changes, most recently, a revamped website. His team has also expanded to include seven staff members who assist with daily operations and larger projects. (Additional background information relevant to the topic)

Guidelines (Subheading – optional to include for longer news items)

In general, the Communications Office prefers all news item submissions to use shorter sentences (about 20 words), appropriate transition words (“in addition to,” “also,” etc.), and avoid using the passive voice. “These guidelines help readers easily digest and understand the information in the news item,” explained Lynne Wingard, who assists the Communications office with special projects. (Detailed information, another relevant quote)

The Office of Communications also requests that submissions be made at least 5 business days prior to the desired posting date. Please submit all requests through the News Item Submission form on the website. Include a headline, lead summary, introduction, a minimum of two quotes from sources relevant to the topic, and additional background information. Pictures are optional. For more examples, please check the News section on the website. (More information, links to other website pages)

Please do not include events as news item submissions. If your news story references an event, we will link to the event information on the Master Calendar. Please note that the Office of Communications will make any necessary edits to all news submissions and will contact the
author for final approval prior to publishing. Please contact Kelly Berkompas or the Office of Communications with additional questions.