

# News Content

What Is News?

How Can I Find It?

How Can I Add it to My Site?

# What is News?

Something one or more of your audiences **need to know** and/or something you **want them to know**.

## Format

- Traditional News Story
- News Short
- Brief Introduction to External Link
- Photo Story
- Spotlight/Feature Story
- Opinion Piece

# News Examples

## Department/Program Announcements

New faculty or staff member; new course; time to declare major or register for courses; new initiative; response to newsworthy situation; etc.

## Faculty News

Faculty wins award; quoted in the press; delivers new book/work; research project; etc.

## Students News

Student awards (call for & winners); successfully defends PhD; PhD candidate lands job; etc.

## Events

Pre-event publicity (why have event; speaker spotlight); Post-event publicity (recap; photos; link to media coverage); etc.

# Where to Find News

- Your Chair/Program Director/Faculty & Students
- Your Other Communications Vehicles  
emails/newsletters
- Your Department/Program Events & Activities
- Duke Academic Calendar  
[registrar.duke.edu/calendars-key-dates/current-academic-calendar](http://registrar.duke.edu/calendars-key-dates/current-academic-calendar)
- Duke Today, the Chronicle
- Email From Trinity Communications
- Duke Daily News Summary  
subscribe at [lists.duke.edu](http://lists.duke.edu) (daily-news-summary)