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
- Duke Today, the Chronicle
- Email From Trinity Communications
- Duke Daily News Summary
  subscribe at lists.duke.edu (daily-news-summary)