

Story Idea Guidelines

The PR Unit is always looking for stories about students, faculty, programs, events and other activities happening in the college.

Types of Stories

Accolades

Faculty, staff and students who make presentations at conferences, publish articles in journals, receive internal grant funding, join editorial boards or participate in other similar activities will be highlighted in the college's accolades listing, which is compiled monthly and sent to the university for possible use in the "Our Community" e-newsletter. This information is also used on the college's social media accounts.

News stories

News stories run on the college's homepage and in social media, and often feature faculty, staff and students who have received external grant funding, win national awards, host a college- or university-wide event, establish a center or other similar activities. This also includes the "CEHD in the News" stories, which is a compilation of faculty, staff and students who have been quoted in media outlets.

Feature stories

Feature stories are more in-depth pieces that highlight specific programs or people in the college. These typically run in the carousel at the top of the CEHD homepage and on social media.

Elements of a Good Feature Story

"I think our readers want experiences."

Dale Keiger

Associate Editor, *Johns Hopkins Magazine*

Do you teach a course that's particularly interactive? Do your students participate in field experiences that we could describe in detail for readers? Does your department host any events or develop projects with any schools/organizations/businesses that we could attend and write about? Describing an experience in a story will draw readers in and make them want to know more about the department, center or unit providing that experience.

"[A feature story] has, at its heart, human interest."

Roy Peter Clarke

Author of *Writing Tools: 50 Essential Strategies for Every Writer*

In addition to writing about programs and events, we want to highlight *people* in our college. Here are some things to consider:

- Students, faculty and staff in the college are all here because they're passionate about what they do, but are there any folks who go above and beyond to serve their profession and/or the college? Have they started a business or nonprofit organization? Do they do anything outside of

their schoolwork/job that relates to their career or their research interests?

- Consider a person's journey to where he/she is now. Did they come a great distance to work/study in our college? Were there any hurdles – personal or professional – they had to overcome to get here? Have they found a unique way to pursue their dream?
- It's great to find stories that can include an element of fun. Do they have any interesting hobbies or skills?

Send Us Your Ideas!

If you have story ideas, please e-mail them to Claire Miller at cjmiller@gsu.edu.

Even if we don't use it right away, that doesn't mean we aren't considering it for a future story on the website or in our magazine!