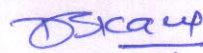
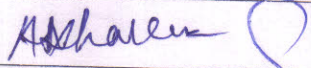
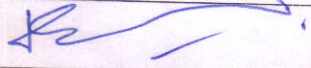


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Standard Operating Procedure of How to write a good news / article about GIT in Newspaper

| Authority | Name | Signature |
|---------------|---------------|--|
| Prepared by | D D Shembekar |  |
| Authorized by | Registrar |  |
| Approved by | Principal |  |

| | | | |
|---|---|-----------------|--------------------|
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Objective :-

- 1) To reach the people at large through media. This communicates events / good things happening on campus of GIT.
- 2) Notifications - Notices etc.

Scope :-

1. The Institute organizes various Technical / Non-technical / Cultural-Social programmes at departmental / college level.
2. To give wide publicity of each programme organized at our institute for the knowledge and benefit of the employee, sympathies, and the society as a whole.
3. How to write a good news / article about GIT ?

- How to write a good news / article about GIT?

Many people, at some point, find themselves wondering exactly how to go about writing a news, who have to write newspaper news / articles for submission to a local publication concerning a notable event or initiative. And remember, a well-written news / article or press release is more likely to be published. Use these tips to guide a newspaper news / article writing endeavor.

Press Release Format

Headline (highlighting the main news point)
For immediate release or Embargoed for release until...

Intro/Lead

Start with a bang. Aim to answer as many of the five W's as possible in your first sentence.

Source

If you have not already done so, answer the question: "How do I know?" This provides credibility.

Essentials

This includes why the story is significant - the perspective. Here you answer the questions "So what?" And "How?"

Quotes

Give the release life and add quotes

Anything else?

Is there anything missing?

Ends

Type "ends" at the end.

Note to the editor

Your last chance to tell journalists where they can get copies of a report, a photograph or other information

Contact

Name, telephone and email of people who can provide more information. Remember to include after hours numbers

• Instructions:

- Write a strong lead. The first paragraph of the news / article is also called the lead. This paragraph - usually one or two sentences - must be a brief summary of the main purpose of the news / article.
- Write the newspaper news / article in the inverted pyramid format. This means the most important, most vital facts should be mentioned first, with the less important facts mentioned later in the news / news / article.
- Read over the news / article body and where necessary, provide support for all claims and arguments need attribution.
- Write a conclusion to re-summarize the most important facts of the news / article. The conclusion should also include information on where to obtain more information, such as a website or phone number - these should be the very last things in an news / article, making them easy for the reader to find and refer back to.

➤ Tips & warnings:

Write for the layman. If a newspaper news / article discusses things that are not considered to be common knowledge, background information must be provided. When in doubt, spell it out for people.

- **Keep it simple**
- **Grammar importance**

Always look up words that you're unsure how to spell. A newspaper news / article full of spelling errors has little credibility.

➤ Keep track of the most important things**➤ Is that relevant?**

When using quotations, be sure to capture the speaker's or writer's intention. Do not misrepresent a point of view by using quotations out of context or in a manner that the speaker did not intend.

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➤ **A Good News / article is Easy to Read and Has a Logical Flow**

The paragraphs in your news / articles should be no more than 2 or 3 sentences; This makes the information easier for the reader to understand and digest.

The first paragraph should give a good summary of what the news / article is about. It should be written to entice your reader to keep on reading.

Your ideas should flow logically. Skipping around from idea to idea and making repeat statements makes it hard for your reader to follow along.

The last paragraph should conclude or sum up the main points of your news / article. This is where you can highlight the ideas that you want your readers to remember.

➤ **A Good News / article Writer Knows Their Audience**

Have a clear picture in your mind of your reader. What emotions, concerns and struggles will someone reading your news / article have?

If you're writing an news / article about homeschooling for example, your reader will probably be a stay at home mom. So what would the wants, desires and concerns be of a mom that home schools her kids be? They'll probably be somewhat different than for the stay at home mom who sends her kids off to school every day.

Know what those concerns and cares are and address them when writing your news / article.

➤ **Language:**

Last and the most important is the news / article is preferably in "Marathi" language when it will be published in local news paper.