

NEWS FORMULA CRIB SHEET

Keep your news stories consistent with the Curtis Brown style and follow these seven simple steps when putting your news story together....

Print a copy and keep in easy reach for future reference.

1. Title/Headline

Keep it short - 5-8 words. Client and project, that's all.

2. Intro Paragraphs

Include key details WHO, WHAT, WHEN in no more than 50 words.

3. Project Info

Brief synopsis of the project - book, TV show, film, play - or awards.

Always assume that your reader doesn't know anything about the project. Explain everything.

4. Client/s Role/s or Jobs

Provide context about the client(s) role in the project. Specific details if it's not already clear. Place them in context. Big up any achievements from the past, and flag up future projects

5. Quotes/Reviews

If you're short on detail, bump it up with a couple of reviews.

6. AOB

Add tats, sales, anything that's relevant and helps to sell your client.

7. Sign Off

Round off with detail of how we can engage with the project: links to official site, theatre, embed trailer.

Don't forget to include internal links in the copy to client pages, work pages or old news stories.

ALL NEWS STORIES MUST BE SENT FOR PROOF CHECKING AND APPROVAL TO WEBSITENEWSTEAM@CURTISBROWN.CO.UK BEFORE PUBLISHING.