

Science Communication Academy: Media Writing Activity Sheet

Objective: Utilize the inverted pyramid to analyze the newsworthiness of your research and draft a press release making an announcement about your research.

Elements of news (what makes information newsworthy):

- Timeliness
- Impact
- Proximity
- Prominence
- Unusualness
- Conflict (Bender et al., 2018, p. 15-18)

The inverted pyramid helps you analyze these elements and decide if your research has value to consumers.

Lead: who, what, when, where, why.

Nutgraph: why is this important? Supports and gives context to the lead but “in a nutshell.”

Quote: direct quotes make it more relatable and personal, add credibility, help with readability, too (engages reader).

Extra Information: can be background, important and relevant info but not as newsworthy as the lead, helps explain the topic, can be what’s next.

Boilerplate: brief statement at the end of your publication describing the organization, researcher, or brand the story is about. (University of North Texas Writing Center, 2018)

Having this outline in your head can help you think through the most important parts of your information and deliver it in a way that caters to your audience.



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Lead:

Nutgraph:

Quote:

Extra information:

