

Suggestions for creating a **NEWS RELEASE** for the College of Environment + Design

WHO? List entire **names** and **titles** of the people you are discussing. Check the **spelling** of their names and give correct titles, such as *Assistant Professor James Stewart*.

WHAT? Briefly tell the reader what it is you want the world to know about.

WHEN? Give exact dates and/or times.

WHERE? Give the exact **location** of the event or study or research.

WHAT MAKES THIS NEWS ITEM INTERESTING? Give your story a “hook” that will engage the reader.

CONTACT INFORMATION

Contact for further information in case the author is not the person the reader needs to go to.

Name _____ Phone _____ Email _____

PHOTOGRAPHS

Most news agencies want an image to accompany your text even if they decide to send their own photographer for the actual publication.

Photographer's name

Date taken (can be approximate)

Brief description of photo context

Example:

BLA students sketching the Arch on UGA's North Campus

The Arch at UGA; June 2014

Photograph by Brian LaHaie

News release example

Friday, May 31, 2013

Day of the week,
Month, Date, Year

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Rick Hoebeke, 706-542-5572, rhoebeke@uga.edu

Headlines: 75 characters (including spaces) or less. Bold headline text. 90 character max, email subject 63 character limit. Should be short and catchy, make an editor want open the email. Should not read like a lede.

Include writer and contact (source) information: Name, phone number (as XXX-XXX-XXXX) and email address

UGA entomologists ask Georgians to send in their cicadas

Athens, Ga. – After weeks of anticipation, insect watchers are getting the show of a lifetime as the Brood II periodical cicadas emerge from the soil in the north Georgia mountains. University of Georgia entomologists are hoping to use the public’s interest in this year’s emergence as a chance to research and better map the range of the cicadas.

Include **University of Georgia** in the lede. Use an en dash (–) after dateline.

The undulating, seven-kilohertz song of thousands of 17-year cicadas has been reported in Cleveland, Helen and Georgia’s Unicoi State Park as well as in wooded areas from the southern Appalachia to Connecticut.

“If you’ve never been to an area where they are emerging, it is something to see,” said Richard Hoebeke, an associate curator for arthropods at the State of Georgia Museum of Natural History. “These things are flying everywhere, and the noise they make is just terrific.”

Font: Times New Roman
Size: 12 point
Paragraph style: Single-space

UGA entomologists are asking Georgians to collect any intact cicada bodies they find on the ground and send them to the museum.

The Georgia Museum of Natural History has an international collection of cicadas ranging in size from smaller than a pinkie fingernail to some Southeast Asian species that are the size of the palm of a hand, all in a rainbow of colors.

Double-space between each paragraph

They also have representatives of several of the broods of 13- and 17-year periodical cicadas, including specimens dating back to the 1930s.

However, they don’t have any Brood II cicadas from Georgia. Having specimens from this brood “would help us document this emergence in Georgia,” Hoebeke said.

Single space after periods.

Brood II cicadas spend their first 17 years underground, sucking nutrients from tree roots. They exit the soil as nymphs and shed their skin within about 48 hours, transforming into their rigid adult stage.

Once they emerge and shed, their only goal is to meet other cicadas and mate. That’s where their tremendous noise-making capabilities come in handy.

Only the male cicadas can vibrate their tymbals—thin membranes on the sides of their abdomens—to make the signature cicada buzz.

“The females comment on the sound of the male cicada by clicking their wings,” Hinkle said. “But, it’s hard to hear.”

Use an em-dash (—)
Shift+option+dash with no spaces around the dash.

Cicadas pose no threat to humans, crops or other animals. They don't bite, and they're not poisonous. Pet dogs and cats, as well as birds and raccoons, usually gorge themselves on the insects as they start to emerge.

Use smart quotes. Check for these especially if you are copying a quote from an email interview or information from a website.

Scientists have seen, in extreme cases, that the insects can damage trees when they insert their eggs into the bark of a tree's twigs and branches. This damage is usually only seen in young trees playing hosts to hundreds of cicadas and is not typical.

Georgians can recognize periodical cicadas from the annual cicadas that fill the days with buzzing each summer by looking at the insects' eyes. Annual and periodical cicadas look similar, but periodical cicadas have characteristic red eyes.

Annual cicadas all emerge later in the summer and peak in August and September. The periodical cicadas usually are only around until the beginning of July in Georgia.

"To think that someone who is a child now will be adult and maybe have children of their own the next time these cicadas emerge is pretty special," Hinkle said. "You only get maybe a half dozen chances in your life to see these creatures."

Members of the public who find cicada bodies should send them to Richard Hoebeke, Georgia Museum of Natural History, Natural History Building, University of Georgia, Athens, Ga. 30602-7882. For more information on the museum, see <http://naturalhistory.uga.edu/>.

End the release with three hashtags (number signs).

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Include a link to a relevant UGA department, unit, college, program, etc.

Note to editors: Images of the cicadas are available at the links below.

- <http://multimedia.uga.edu/media/images/Cicadas1.jpg>

Cutline: Rick Hoebeke, curator of arthropods at the Georgia Museum of Natural History, examines specimens from past periodical cicada emergences. (Credit: J. Merritt Melancon/UGA)

- <http://multimedia.uga.edu/media/images/Cicadas2.jpg>

Cutline: The Georgia Museum of Natural History has an international collection of cicadas ranging in size from smaller than a pinkie fingernail to some South Asian species that are the size of the palm of a hand, all in a rainbow of colors. (Credit: J. Merritt Melancon/UGA)

Other notes:

Feel free to include a **boiler plate** with information about your unit and a url. No more than 2 boiler plates per release.

Use acronyms and abbreviations sparingly

No serial commas

Check for AP and UGA style

No more than 2 pages in length

If you have high-resolution images (300 dpi, 2100 pixels) to include with your release, send us the files in JPEG or TIFF format. We'll upload them. Include the note to editors (and we'll add the url). Send any cutline information and the photographer's name. Also, if you are writing about a researcher's journal article, include a link to the article.