

Press Release or News Item?

	Press Release	News Item
Target Audience	Journalists; possibly non-OSCE audiences	Local readers. Non-OSCE audiences
Length	200-300 words	Typically 200-350 words
Time element	Today, published day of	Published day of or soon after
Headline	CATCHY AND BRIEF with OSCE in headline	
Content	<p>Timely/impactful/ topic or event</p> <p>What happened? Capture the key message or impact, including the OSCE's role, in the first paragraph</p> <p>Elaborate on the story, its impact or significance, in the second paragraph. Use a strong quote if possible. Explain why it is important (to people outside the OSCE).</p> <p>Content should cover Who is it about? When did it take place? Where did it take place? Why did it happen?</p> <p>Use informative, meaningful quotes.</p> <p>*Not the place to thank partners, donors, etc. either in a quote or otherwise.</p> <p>Lists of participants, organizers, etc. should also be avoided whenever possible.</p> <p>Avoid publishing it after 4pm (particularly on Friday afternoon)</p>	<p>Short story or event.</p> <p>What happened? Capture the key messages, including the OSCE's role, in the first paragraph</p> <p>Elaborate on the story in the text, including: Who is it about? When did it take place? Where did it take place? Why did it happen?</p> <p>Why is it important (to people outside the OSCE).</p>
Quotes	Short, in spoken language (no jargon) and not too many. First quote should be from keynote speaker from	
Language	<p>Use short, simple action driven sentences</p> <p>Avoid jargon and acronyms</p>	