

From: NNMC Communications & Marketing Dept. (NCAM)

Part 3: Guidance for news articles/press releases

This guidance addresses news articles and press releases, especially those involving several team members' input.

Getting started:

- Please allow NCAM one week for simple press announcements, and two to three weeks for significant articles and press releases, with longer timelines for pieces that require quotes and interviews. We request that your team provide the necessary information and support to initiate the project and remain timely and responsive to project needs.
- Assign ONE person from your team to be the Project Coordinator. We'll assign a Comms Writer/Editor to partner with you on your project.

What's next? Project Workflow:

1. SERVICE REQUEST: The Project Coordinator fills out our [Communications Services Request](#) form.

2. PLANNING MEETING: The Comms team will schedule a consult with you and your team to learn more about your project goals and develop production timelines to meet your deadline. Please bring all important materials; anyone with a principal role in the project should be present.

3. FIRST PASS: Comms Writer/Editor creates a "first pass" draft and sends it to the Project Coordinator.

- **Please make all edits on the draft document.** The Project Coordinator oversees the team editing process, ensuring that everyone who needs to provide input can do so.
- **Please use Microsoft Word's "track changes" in "Review"** which will color-code edits for each person. If you cannot utilize track changes, highlight all changes made to the document. Each team member editing should highlight in a different color. Make sure you click "Track Changes for Everyone" and "All Markup" and DO NOT click "Protect Document."
- Once all edits have been made to the document and the team has approved them, the Project Coordinator will return the "track changes" copy to the Comms Writer/Editor.

4. SECOND PASS: The writer/editor incorporates the edits, formats the document for AP style and returns the document to the Project Coordinator. Final edits should be minimal at this point.

5. CLOSE & APPROVAL to publish: The Project Coordinator shares the "second pass" with every person who must approve the final before publication.

- **Both sides share responsibility** for proofreading and approving the final document promptly. Please double-check any relevant details, including dates, times, locations, etc., and ensure all links function properly.
- **The Project Coordinator will provide any final edits** to the Comms writer/editor in time to make the revisions by the deadline.

Questions? Contact us at communications@nnmc.edu

(Part 1, Part 2 and Part 3 are available on the [Communications & Marketing webpage](#).)