

Drafting a News Article

Articles published on the UCT News [landing page](#) or under the Research Office's [content tab](#) tell stories about UCT's community, initiatives and work to an internal and external audience.

Crafting the News Article:

With the goal of getting the article published on UCT News, it should be approached using the [style guide](#) developed by UCT's Communications and Marketing Department.

It's important to think about the angle of the story - what makes it interesting to the reader. Writers have covered stories about the IDM when certain criteria (high impact / sharing something innovative (new technology or discovery) / important research) have been met. In the past there was also an attempt to angle the spotlight towards an emerging researcher who hasn't received much coverage. As well as including the voices of PASS who make significant contributions to research on an ongoing basis.

The article should answer the 5Ws and H (**who**, **what**, **where**, **when**, **why** - and **how**). This is a basic formula journalists use to gather information - or in this case, that you'll use to ensure you've given them what they need.

Below are some potential interview questions to help generate an article (in reference to a published paper / grant being awarded / award win etc.) Responses should be in lay-speak and range between 40 - 80 words as appropriate:

- Confirm your preferred name (and pronoun to be addressed appropriately in the write-up), title and UCT/FHS departmental affiliation(s) and IDM group(s)/lab(s).
- Link to a recent, relevant published study you co-authored if applicable.
- Explain what you're aiming to accomplish with the project.
- What was your role, how have you applied your unique expertise to this work?
- Why is the consideration of the impact of research on a local community an important one?
- What is the impact of this work on the health sector / on the public / on policy development?
- Why is this work important to investigate locally / on the continent / within a global context?
- What is the (envisioned) impact of this work?
- Can you share some of the postulations/relevant findings?
- How does this recognition impact / support your work, and for how long is the funding supporting you?
- How will this recognition benefit you / your work? Why is it important for your envisioned career trajectory?
- What's next with your work?
- What are some of the challenges facing researchers / research on the continent?
- Is there anything else that you think is important to highlight?

News articles published about the IDM / FHS in the past have included:

- A published journal article: <https://www.news.uct.ac.za/article/-2020-12-09-covid-19s-sex-bias-men-more-at-risk-of-requiring-critical-care>

- Significant research: <https://www.news.uct.ac.za/article/-2021-08-27-uct-researcher-to-present-novel-covid-19-study-at-global-cardiology-congress>

- An award: <https://www.news.uct.ac.za/article/-2020-10-30-covid-19-in-the-continent-children-uk-award-supports-new-research>

- Profiling a particular researcher: <https://www.news.uct.ac.za/article/-2021-08-03-alan-pifer-award-a-hat-tip-to-geneticist-professor-ambroise-wonkam>

