Drafting a News Bite

News Bites are information sharing summaries about an upcoming event / initiative / published paper / new research / and relevant and important news. They're a condensed article and should run at 300 - 400 words.

Crafting the News Bite:
- The goal of the News Bite is to tell the reader what they need to know in a clear, concise way.
- The News Bite should answer the 5Ws and H (**w**ho, **w**hat, **w**here, **w**hen, **w**hy – and **h**ow). This is a basic formula journalists use to gather information.
- Keep it brief, punchy, clear, and simple. Try to simplify language and use lay-speak. Opt for a full-stop over a comma – where possible.
- Header / headline: 8 – 12 words should do
- Intro paragraph: 2 – 3 sentences
- Body: 250 – 400 words. Include at least one quote / direct speech from a relevant subject.
- Conclusion: Link it back to the header / intro para. Include a link to the published paper if applicable.

See IDM News Bites here:
- [T cell repertoires associated with control of TB progression in new study | Institute Of Infectious Disease and Molecular Medicine (uct.ac.za)](http://www.idm.uct.ac.za/news/T_cell_repertoires_associated_with_control_of_TB_progression_in_new_study)
http://www.idm.uct.ac.za/news/T_cell_repertoires_associated_with_control_of_TB_progression_in_new_study

Including images in News Bites:
- Images should be at least 1MB in size and captioned appropriately (max 25 words detailing context about the pic).
- Alternatively, you can source generic image options related to the work / event, suitable to run along with the copy.

See below for free stock images:
https://pixabay.com/ | https://www.pexels.com/search/free%20download/ | https://unsplash.com/

Escalation process:
- News Bites are drafted by the relevant PI / researcher / research group / team member. The IDM Directorate does not have capacity to produce these.
- Reach out to IDM Research Enterprise Manager, Christle de Beer [(christle.debeer@uct.ac.za)](mailto:christle.debeer@uct.ac.za) with a proof-read / signed-off / finalised News Bite and a request for it to be uploaded onto the IDM website.

Additional coverage:
- Once the article is published the IDM's Research Admin & Communication Assistant, Olefile Sedumedi (olefile.sedumedi@uct.ac.za) will post it on social media; IDM Twitter, Facebook and LinkedIn.