

Write the procedure

Continue

Now that you have your story idea and your idea to write it, you must start writing. First, you must write with a killer headline. Since most press releases are now sent by e-mail, you must read like actual newspaper headlines, something informative and newswy, but creative and engaging enough to draw the reader in. Press releases shouldn't be more than 300-400 words, and the reader should be able to understand the gist of the story in the first two sentences. Keep the tone and style appropriate for the content. If you're pitching a local TV news station, keep it conversational and the copy short so it can easily be adapted for reading on air. A press release for a newspaper should be meticulously spell-checked, follow Associated Press (AP) style and contain quotes and sources to back up claims. Don't forget to include detailed contact information on the press release, including your name, telephone number, fax number, e-mail address and any relevant Web site links. Most of all, a successful press release doesn't just state the facts, but tells a compelling story that journalists will want to share with their readers and viewers. Now let's look at the different options for distributing press releases, including e-mail and fax broadcasting. As a journalist, I'm allowed a few vices. Kentucky bourbon is one, and fine writing instruments are another. There is nothing like taking notes for eight straight hours to teach you the value of a pen that glides across the page, nurses you through a hand cramp, and won't explode into a blobby mess after a few plane trips. The new Pilot G-2 (\$1.89) is pure pen nirvana: The gel ink doesn't leak or smear; the padded grip keeps my callouses smaller than Mt. Everest; and there's no cap to lose. One pen survived a month on the road with me, logging more than 500 pages of notes and 14 flights. Best test? The reaction of my colleagues. One stroke of the G-2 across the page, and every reporter has the same response: "Oooooh!" We writers know our pens. Just don't ask to borrow mine. This week we will be focusing on writing procedures. We will makes some cool stuff, and will then get to upload it online to the internet. This means that anyone will be able to look up our procedures when they want to know how to make something.The title tells the reader what is being explained. If we are telling people how the make popcorn, the title would be...Explains what the procedure aims to make.This tells the reader what they will need. We usually write a list, like when we go shopping.For example: Just like this Instructable, our procedures need steps, which tell the reader how to do, or make something. We need to use verbs when doing this. For example, one of our steps could be to Open the packet of popcorn seeds. Where is the verb in that step?This step is important. It tells the reader how to check if the procedure worked, and gives them some help if something isn't quite right. For example, we could write:Taste the popcorn. If it needs more salt, sprinkle some more on. Be careful not to put too much on though Check the success criteria. Have I done all of this?Success Criteria Procedural.pdfUpload pictures from your computer or iPad, and select one for each step.Select Full Preview to see how your work will look when you publish it. Does it need any changes?Get someone else to read your procedure, and publish online. You can edit after publishing if you need to. Instructable done.tiff

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