caféeurope

NewsTech-Package

Guide to good News

Tips & Hints

Content

Café Europe. Nachrichtenagentur AG,
Metzggasse 14 | CH-8400 Winterthur

support@cafe-europe.info
+41 44 306 47 60

www.cafe-europe.info
www.punkt4.info

1. Topic selection & news strategy

You can specify the topics, innovations and stories to be developed into news articles for publishing with the NewsTech solution from Café Europe.

For example, articles may focus on news from your company or organization (new products, customers/ clients, investors, new CEOs, etc.), events, news from partners or a study, while opinion pieces represent another option.

The NewsTech package also contains an hour of telephone consulting to help you with this. Our editorial team are happy to assist you by offering individual advice to select topics and decide on a chronological order of publications.

It is helpful if you have a simple concept in mind beforehand. For example, when should certain pieces of information appear in the time span of the NewsTech package? What aspects do you want to focus on and when?

2. What information do we require from you to produce a news article?

The raw info you provide should cover the following aspects:

• What is the news actually about?

• Who is involved?

• When did it happen/is it happening?

• Where did it/will it take place?

• What is the reason/background to this story?

The finished news article requires a source to refer to. This should take the form of a press release (or similar) issued by your company/organization that can be linked (or at least referred to) in the article.

Quotes help to make news more interesting.

In addition, a picture will help to reinforce the impact of the news article.

3. How do we amplify the impact of your news articles?

The higher the news value of information, the more likely it is to successfully garner attention in the news world.

This is determined by the news value and/or informative value.

News value

Reference to the following aspects is of relevance:

- Timing (e.g. product launch or presentation)

- Major events (e.g. coronavirus pandemic, football world cup)

- Trending topics (e.g. preservation of resources, AI, general megatrends)

- Seasonal (e.g. Christmas business)

Informative value
(either 1. or 2.)

1. **Interesting information / orientation value / practical value**

   In respect of regional or technical aspects, to what extent is this topic relevant to a certain group of customers / partners / readers?

2. **Capacity to get people talking/entertainment value**

   To what extent does this topic generate attention to add to its technical relevance? For example, prominent partners or users (e.g. global tennis star Roger Federer) and quirky stories (e.g. banknote recycling initiatives) could be used in this context.

Tips to give your news pieces an interesting twist news pieces:

- Emphasize the relevance of the trend (e.g. scarcity of resources)

- Outline connection to mega events (e.g. football world cup or space missions...)

- Offer specific practical value (e.g. underline the direct connection options for projects)

- Ensure that exclusivity and superlatives are at the forefront of the article (e.g. by emphasizing that the company/individual in question is the first, the only or the quickest in their area)

- personalization is key (e.g. by placing prominent customers/clients under the spotlight)

- Quotes help to increase attention (CEO formulates the key message in a snappy sentence)

4. What does a finished Café Europe news article look like?

Headline:

The headline encapsulates the key element of the news piece

Teaser:

Location – The teaser presents the most important information in around 250 characters. It starts with the location linked to the subject matter of the article, before briefly outlining the story in a few simple sentences. Only those readers keen for more detailed information will click on the actual article to read it in full.

Main body:

The main body text of the news article contains all details of informative value. It answers the following six questions: who, what, when, where, how and why? In so doing, the protagonist – i.e. the who – is identified and classified. As such, a brief outline of well-known companies is included, containing information regarding what they do and where they are based. For example: ABB, the Zurich-based technology group.

The article clearly states the sources of information. These sources should be as close as possible to the subject of the news article itself. Media platforms are cited if information is based on their research or an interview they conducted. No articles are published without sources.

The article provides only information, with no advertising language allowed. Quotations are the only exception to this. In this context, the person being quoted is permitted to deliver their message as they wish without the journalist intervening.

The intrinsic value of the news article is tied to its objectivity. "News pieces represent the optimum form of communication for our modern information society", explains Steffen Klatt, Managing Director of the news agency Café Europe. "Those who communicate via news articles are credible and trustworthy", he adds.

Where necessary, the article can also include background context to the event being covered. After all, it should be understandable without the reader being required to have a certain degree specialist knowledge. A typical Café Europe news article is between 1,000 and 1,800 characters in length.