HOW TO ADD ACTUALITIES (sound bites) TO A NEWS RELEASE

intranet.epa.gov/newsreleases

What are actualities?

- "Actualities," or sound bites, let EPA get a voice (or sound) out to the listening public.

- Actualities are usually brief, 15-30 seconds.

- EPA actualities can feature anyone or anything. Most often it's the Administrator or other senior-level official.

- EPA doesn't release actualities often, mainly to the effort or expense to prepare recordings.

- The audience for actualities is generally reporters or radio, though anyone may listen.

- We've released actualities in Spanish, too, or any language.

This training assumes:

- you know how to create a basic news release in the EPA Web CMS.
- you know what an "actuality" is.
- your actualities have been approved.
- the sound (MP3) file(s) and transcript text file(s) have been created and are ready to be made public.

Please contact the Press Office if you have questions about actuality approval or development.

This training covers:

- What you need to have ready ahead of time.

- How to add or adjust the actualities in a news release.

- How to link the news release email in Vocus back to the actualities in the news release web page.

- Whom to call if you need help.

You will need:

- **Each (if more than one) MP3 audio file**, edited and saved in the correct sound resolution.
  - Suggest naming each file related to the subject of the news release, for example, climateJuly272015.mp3
  - Ron Slotkin's Multimedia Office / AO can help or advise on creating actuality files, if you do it yourself.

- **A text transcript of <u>each</u> MP3 file**, saved as a **.txt file**.
  - You can't use a .doc, .pdf or any other type file.
  - Be sure to read the transcript *as you listen to the MP3*; correct any errors in the text.

- Gather the files in one place <u>on your computer</u>, so you can find them easily when you're working in the Web CMS.

More than one?

If there is more than one actuality MP3 file...

- **Name or rename each MP3 file consistently,** for example:
climateJuly272015-1.mp3
climateJuly272015-2.mp3

- **The transcript for each actuality file must be saved in a SEPARATE .txt file**. You can't lump all the transcripts together in one .txt file.


You will <u>upload</u> each transcript file <u>separately</u>. It doesn't let you copy-paste the text alone.

Name the transcript files similarly like the MP files.
Read each transcript as you listen to each actuality. *Errors happen.*

First, insert a text box into your news release.

- First prep the news release body text as usual.

- Put the cursor <u>at the very start of the first line</u> of the news release. This will let you place the box with the audio files at top right.
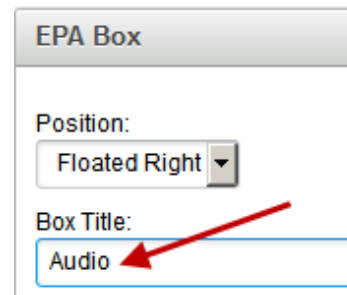
- Click the little "text box" icon.
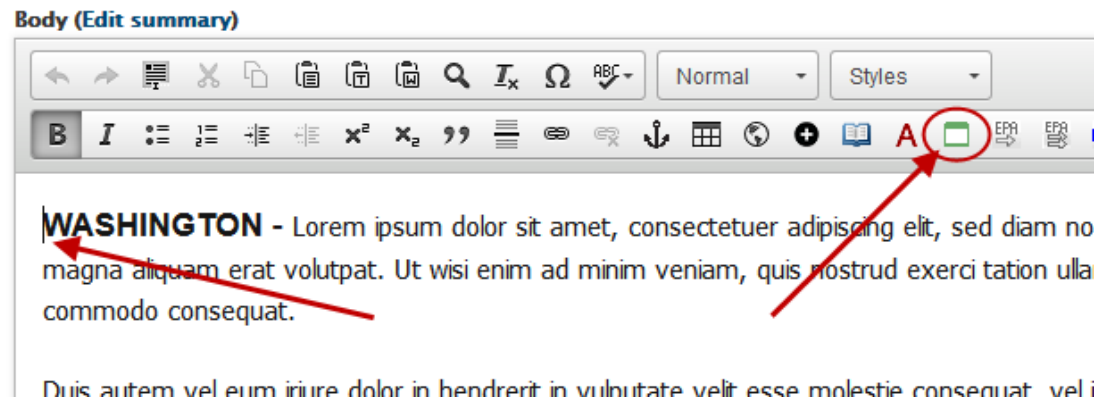
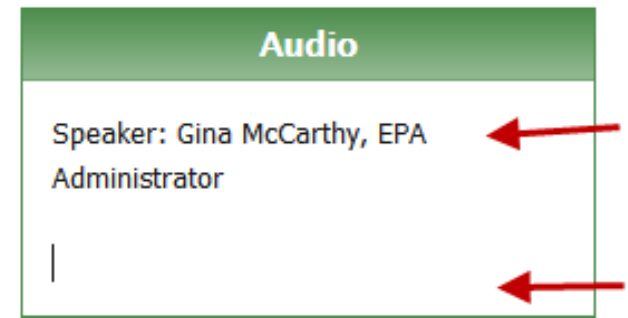# Adjust the text box.

- Change the "Position" to Floated Right.
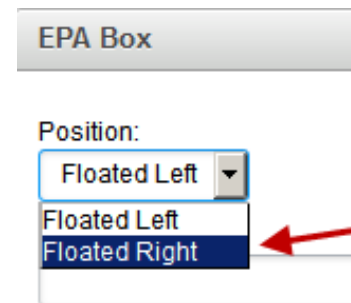
- Type "Audio" in the box title.

- Click "Save." (not shown)

Identify the speaker.

- You should now see the "Audio" text box on the top right of your news release.

- Replace the default "content" sentence in the text box with "Speaker: " and the person's name and title or whatever identifies the speaker.

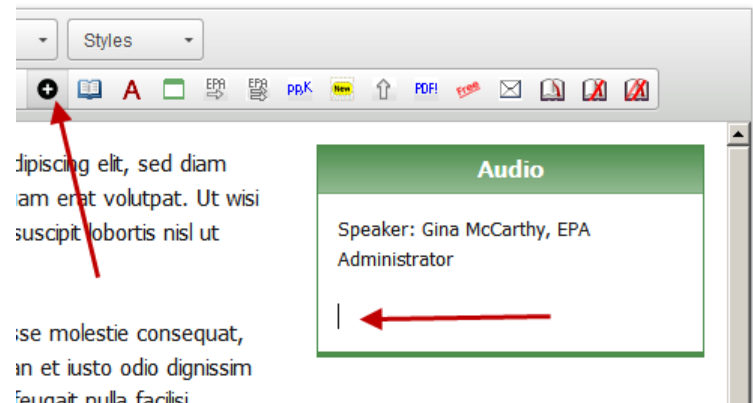- Hit <Return> <u>after</u> the speaker sentence, so the cursor goes down to the next line.

Audio

Speaker: Gina McCarthy, EPA
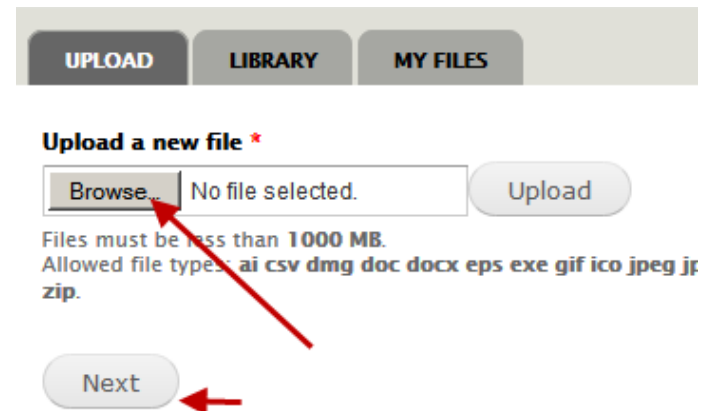Administrator

Add Media to the text box.

- Position the cursor under the "Speaker" sentence, if it's not there already. This is where the actuality itself will appear.

- Click the round "+" icon to add the media.

Upload the MP3 file.

- Click "Browse" and find the MP3 file on your computer.

- After you've found and "open" the MP3 file, click "Next." *

*Ignore the Upload button, since the

Next button will upload it anyway.

Update the MP3 file "title".

- In Web CMS, **you must rename the file.**

- **Give it a descriptive name.**

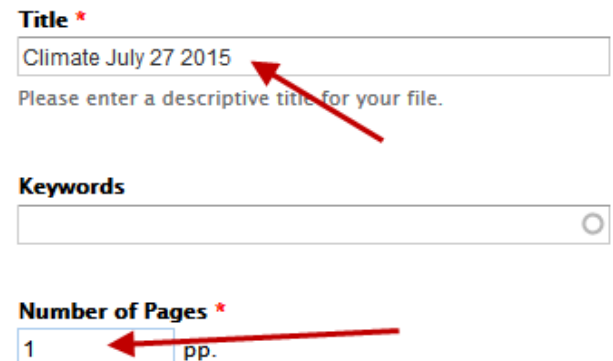- The MP3 file will upload showing the file name as "title" so you need to fix it.

Title *

Climate July 27 2015

Please enter a descriptive title for your file.

Upload the transcript .txt file.

- Click "Browse" and find the .txt file on your computer. After you've found and "open" the .txt file, click "Next."

- Update the file title for the .txt file, like you did for the MP3 file.

- **Number of Pages: enter a "1"**. These are only a sentence or two.

- Ignore "Keywords" or any other fields.

- Click "Save" and "Submit."

Title *
Climate July 27 2015
Please enter a descriptive title for your file.

Keywords

Number of Pages *
1   pp.

Done Adding.

- Your draft news release should now show the "Audio" box at top right, with a "link" icon where the actuality should be.

- NOTE - You will not see the real actuality now. You will see only a link placeholder. And the actuality cannot be played and tested here.

- MORE ACTUALITIES? *See next slide.*

Audio

Speaker: Gina McCarthy, EPA Admistrator
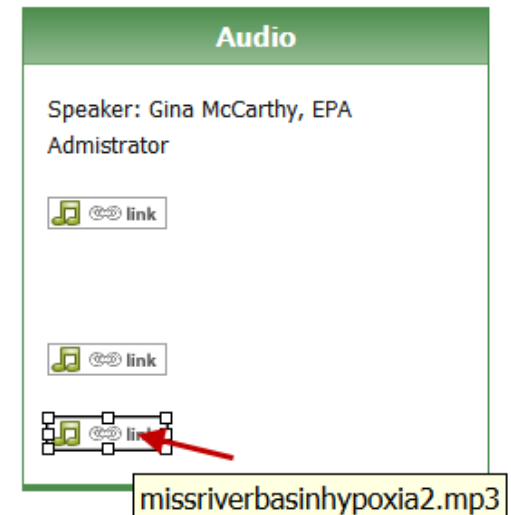
🎵 ⊙⊙ link
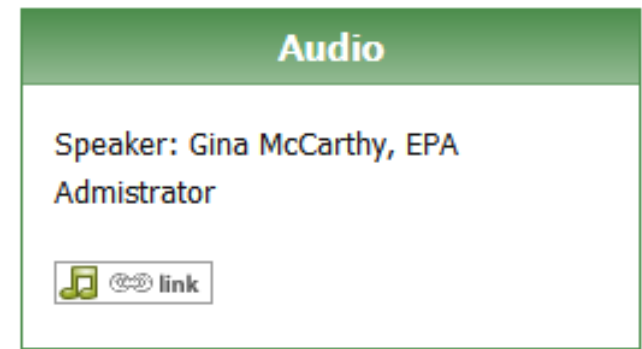
To Add ANOTHER Actuality.

- Position the cursor to the right of the previous actuality icon.

- Press <Return> to move the cursor down a space.

- Click the round "+" icon to add the media.

- Follow the same steps **as adding the previous actuality**.
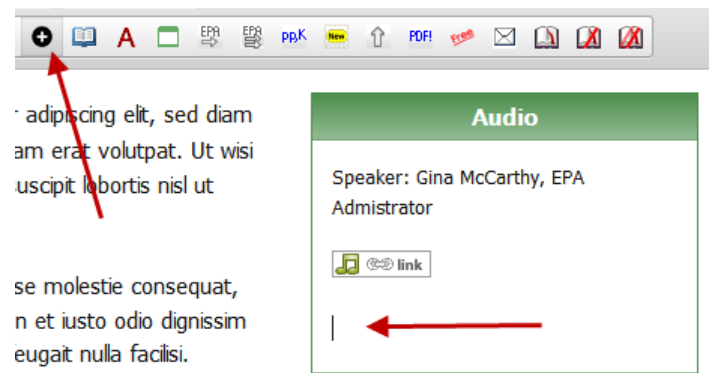
To change the order of the actualities.

- You can just drag-and-drop the actuality icons, using your mouse.

- Hover the mouse over the icon you want to move. The name of the audio file should appear next to the mouse, if you aren't sure.

- Drag the icon to where you want it to go.

- Adjust the spacing of the icons, if needed. Press <Return> to add spaces.

Audio

Speaker: Gina McCarthy, EPA Admistrator

🎵 link

🎵 link

🎵 link

missriverbasinhypoxia2.mp3

To Test It.

- To play the actuality to test it, you must **SAVE** the draft news release. <u>You are just saving the draft,</u> <u>*this is not publishing.*</u>

- In the saved Draft, the actuality will automatically transform into a player and a link to the transcript.
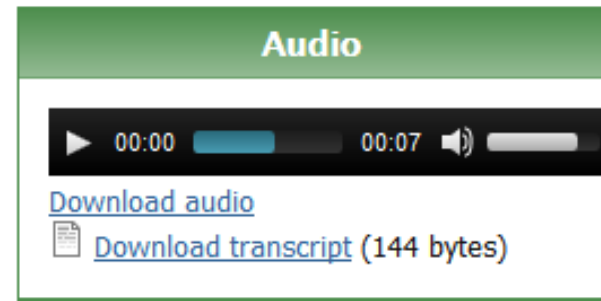
Note about publishing.

- The actuality and the transcript will automatically be public when you publish the news release itself.

- There is no separate "publish" step for the actuality MP3 file or the transcript.

Keep going... There's one more important step.

IMPORTANT STEP – LINK TO THE PAGE

- Remember, EPA news releases are <u>emailed</u> to readers in Vocus, as well as posted as a web page.

- IMPORTANT - an email of the news release doesn't include the actualities themselves.

- The Vocus email of the news release **needs to include a link to the web page news release.**

- **SEE THE NEXT PAGE!**

STEPS FOR YOUR NEWS RELEASE

IN THE WEB CMS:

- In the news release, add simple link text, such as, "Actualities (sound bites)."

- Publish your news release live on the EPA Web site.

- Copy its public URL, e.g., http://www.epa.gov/newsreleases/whatever

- Unpublish the news release, and open it for editing.

- Hotlink the sentence above to the URL.

- Republish the news release (when ready to publish).

IN VOCUS:

- Add the hotlink above to your news release that you send in Vocus.

HELP?

- Contact the Office of Web Communications:

  Jeff Morin, 202-564-6553
  Danny Hart, 202-564-7577