

# HUD's Web Publication Procedures and Style Guide

## Appendix E: Good Stories

### What are good stories?

- Good things that are happening with HUD funds/programs/initiatives
- Good things that are happening in communities, even if they aren't using HUD funds

### Who can submit good stories?

- Anyone - including HUD staff, HUD partners, and citizens
- Prospective "good stories" should be submitted to the appropriate Web Manager

### How are "good stories" processed?

- Program office vets the story to make sure the facts are correct
- Public affairs officers may review the stories (may want to submit it for a home page feature , as well as posting as a good story)
- Web Manager coordinates the process and posts the good story
- If the good story is from the field, Web Manager archives the good story to HUD Stories in [State] at <http://portal.hud.gov/hudportal/HUD?src=/states/xxxxx/stories>
- Comply with sections on photos, copyrights and attribution for outside sources' submissions

### What kinds of information should be collected for each good story?

- Name of "good story" (e.g., St. Margaret's House)
- Location (city, state)
- HUD program(s) involved (e.g., CDBG)
- Amount of HUD funding associated, if available
- Names of any other funding sources (e.g., state/local government funds, foundation, private sector)
- 1-sentence summary (to use as the teaser)
- Description of good story (remember to cover who, what, where, when, why, and how) - no more than 1 page (preferred length is 4-5 paragraphs, each with 1-3 clear and concise sentences)
- Major result (in other words, how does America benefit?)
- Key players in the story (names and phone numbers, if possible)
- Key players at HUD (the person at HUD who knows most about this story)
- If you have one or two pictures associated with the Good Story, attach them in digital format
  - in jpg
  - low resolution
  - include names or brief description for caption
- Include a contact, learn more link or next steps link at the bottom

## **Collecting good stories**

- Good stories on state pages should "live" on the state library page.