

EVENT STORY TEMPLATE

**Mention "Kansas State University" in the first or second paragraph of every story. Use "K-State" on second reference.

Source: Name, phone number with area code, e-mail address (all e-mail addresses end in @k-state.edu, not @ksu.edu)

Pronouncer: Add for unusual names of people, places or awards (using AP Stylebook guide under "Pronouncers")

News release prepared by: Writer's name, phone number with area code

Day of week, Month Date, Year

HEADLINE IN ALL CAPS

MANHATTAN — First, include the who, what and when. This includes the name of the event, a general phrase about what it is and the date of the event.

Next, list where the event will be (building and room number or name) and at what time, who sponsors it and more details about the activities that will be available. Is the event free? Open to the public? (If it isn't, this should be a red flag that maybe you shouldn't be writing this story -- why would you want to let people know about something they can't even attend?)

A quote from your source about why people should attend -- why is this important? what is unique about this event? -- should go here.

If you have some background on the event and/or the group sponsoring it, that should go here. How long the event has been put on, any neat facts about it (maybe it's the only one of its kind in Kansas). Also, a sentence about the group sponsoring it: their purpose, membership, etc., would go here.

Add any more information people should have about the event here. Is there a rain location? A rain date? Is seating limited? Where can tickets be purchased, if tickets do in fact need to be purchased?

Contact information for people wanting to know more about the event should be at the end.