

SPEAKER 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 — The first two paragraphs must include the who, what, where and when. This includes the name of the lecture series, where the lecture will be (the building and the room), who is speaking, their title, and what day and time the event will be.

Answer these questions next: Is there a cost for the event? Is the public able to attend? Who is sponsoring the event? Has the speaker given a title to the lecture? What will the speaker discuss at the lecture?

Then add in: Why is this speech important? Why should people attend? To answer these questions, include a quote from your source about the importance of the event -- why this speaker will be of interest to the general public. (FYI -- If you cannot answer this, maybe you should not be writing this story.)

Give background on speakers here. Their current job, past jobs that would be relevant, schooling, awards, honors, etc.

Finally, add background on the lecture series. When was it started, who it is named after, what type of speakers does it bring in, etc.