BSMHF Website – News Template

What to include:

- **Timestamp:** Include the date the news occurred on or will occur on
- **Intro:** The 5 Ws: Who, What, When, Where, Why?
    - The most important information laid out as simply as possible
- **Development:** Any expanded context, explanation, supporting information, and/or links that you may have
- **Conclusion:** Reiterate any Call to Action you want to include here and share a point of contact and their contact info, if applicable

Optional modules:

- **Quote** – Along with quote, please include attribution: full name, title, location of residence or employment
- **Photo(s**) – Attach high-res photos with at least broad-level captions of who is in them and what they are doing
- **Video** – Please send URL and/or raw file to be uploaded to the Foundation YouTube channel

Template structure:

[Date]

[City, State]

[Intro]

[Development paragraphs]

[Call to Action]

[Contact information]

*Disclaimer: All proposed headlines and written copy are subject to revision by website editors