# Content Formatting Template: News story Title

Section title (Seven words or less – focus on essential key words)

## Introductory Paragraph

No less than two sentences and no more than two paragraphs on the journalistic questions related to the event:

* What was the event?
* Who attended/was honored?
* Where and when did the event occur?
* Why is this event important to Feinberg and to the site on which this news story appears (Department, Division)?
* How does the event contributes to the overall mission of the department or devision?

## Subsections

The subsections offer additional information on concepts introduced in introductory paragraph.

Subheadings  
Style: Heading 2  
Content: Stripped down to key words of content to follow (aim for five words).

### Subsection Paragraph

One to two paragraphs supporting introductory paragraph concepts, using specific information such as quotes or statistics. Use bulleted formatting whenever possible for easy scanning.

## Final Paragraph

This section wraps up overview and offers link to more information, if available.

Subheadings  
Style: Heading 2  
Content: More on <topic>

### Subsection Paragraph

One to two sentences wrapping up story. May include:

* Mission of event or benefiting entity
* Quote that encapsulates theme of story or purpose of event

### Link

Learn more about Feinberg’s work related to <topic>, contact <individual name/hyperlink to email address>.