**PUBLIC RELATIONS NEWS TEMPLATES**

**(FEATURE STORY WITH STRAIGHT LEAD)**

A straight news lead should be a single paragraph consisting of a single sentence, should contain no more than 30 words, and should summarize, at minimum, the most newsworthy “what,” “where” and “when” of the story.

[**Introduction**] … Jane Doe will receive her bachelor’s degree from Jackson State University and plans to become (name the profession or job) after a overcoming/enduring/accomplishing (some situation/crisis/special event).

[**Background**] Doe, a native of (city and state), said she’s grateful for all the experiences while a student at JSU. While a student, Doe actively served as the (title) or (was a member) of (some position).

[**Opening** **Quote**] “Add Quote: Jackson State University means a lot to me because … ), Doe said. ““I’m a better (leader, etc.) because of my experience at the HBCU. The people I came in contact with helped me to …)

[**Future plans**] As for her future, Doe said she plans to … (work where and perform what job?)

[**Overcoming Struggle?**] Even so, her life wasn’t always easy because of … So, this is a huge accomplishment for Doe, who never gave up on her dream … OR …

[**Continued success**] I’ve always tried to make the best of every situation, so enrolling at Jackson State University was an excellent choice. The people there helped me to … shine/accomplish/do research/meet people/learn to express myself, etc.) …

[**Next steps**] Now that I’ve earned my degree, I plan to become … or continue my education at ….” Her accomplishments mark a turning point and milestone in Doe’s life.

[**Acknowledgments**] “I want to thank my (family/mentors/professors, etc.) because …,” Doe said.

[**JSU salute** **and vow**] “Because of what JSU has done for me, my future plan is to … give back to my alma mater and help someone else the same way I have been helped … or (describe what’s on the horizon for you),” Doe said.