*If you have photos, please include them when you email us this story.*

**Headline goes here: Main news announcement**

***Subhed goes here: context or further explanation***

The first sentence succinctly announces the news. What is the big research finding? What will the big grant fund? What is the new recognition for campus? News articles are often timed to be published in conjunction with a research paper, book, or presentation. Keep in mind your audience.

The second paragraph should either more fully explain the news or could feature a compelling quote from someone involved. What does this news mean? What has changed? What’s the impact? A quote should add some life, personality, and perspective to the article.

The article should then continue with context and background to help the reader. For research news releases, please write in clear and plain language, and avoid jargon, acronyms and concepts that the average reader wouldn’t know.

You should try to include additional quotes from other sources through the piece to keep readers engaged. Ideally, the news article would be between 500 and 750 words long.

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