**Article Template - MSU Extension**

**Send submissions to** **news.msue@anr.msu.edu**

**Author’s name:**

**Reviewed by:**

**Institute this article relates to:**

**Is this an update of a previous article? Y/N (if yes, include hyperlink for original article)**

**Headline (title):** [Headlines should be descriptive and lead with the keywords important to your story]

**Secondary headline (deck or subheading may be no longer than 125 characters, including spaces):** [Provide additional context, tells readers why they should care]

**Web categories:** [See list of categories on separate attachment included in article writing toolkit.]

**Program(s) article relates to: [**Please list any specific program pages with which you would like your article associated. For a complete list of program pages in a topic area, visit the topic page(s) on the MSU Extension website and select the “Programs” tab. List any relevant programs here for association.]

**Three searchable key words/phrases:** [Think of words or phrases that people would type into Google when looking for the information on the topic you’re writing about.]

**Photo caption (if applicable):** [Photos increase the visibility and readability of your article. Please include who took the photo so credit can be given.]

**Article body content:**

*Example article outline (suggestion only):*

*Intro paragraph -- Grab the reader’s attention by telling them the most important information you have to share with them. Don’t waste their time, and don’t feel the need to lead into your major points. State your major points and then add additional information, links and resources. Don’t forget about important information including who, what, where, when, why and how. Explain how this topic relates to your targeted reader’s everyday life.]*

*1st body paragraph*

*2nd body paragraph*

*Note: Make sure you include Michigan State University Extension with a hyperlink to the homepage somewhere in your article.*