	
Headline	
Make it short	
and snappy. You	
want to draw	
the reader in.	
Subheading	
One sentence -	
give more	
information.	
Introduction	
5w's	
Briefly explain	
what has	
happened	
You need to	
keep the	
reader wanting	
to read more.	
What the	
general public	
think	
Add detail and	
quotes	
What the	
experts are	
saying?	
Include facts	
and quotes	
from experts	
or authorities	
involved.	
What are the	
next steps?	
What will	
happen next?	
Rhetorical	
question to the	
reader	
Caption	
What picture	
could you use	
and what would	
caption be?	
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