

Editorial Organization:

Lead:

Start off with a powerful “hook”. Introduce the issue, conflict, idea, or event. Make your **position** clear. Keep it concise (35 words). Your **goal** and **purpose** should be clear. Don’t “ride the fence”.

Nutgraph/Background:

Give a summary of the issue, including all relative facts, research, and examples. Provide context for the reader and all external information. Information does not need to be limited to this section of the article; it may be weaved through all remaining support paragraphs.

Body Paragraphs: Claims and Logic: Evidence supporting the author’s stance:

- Include at least three specific points and details to support the thesis of the article.
- Each point should be a paragraph of about 4-5 sentences in length. Use facts, rather than opinion for this section, for these details tend to be more effective.
- Put strongest argument at the beginning and work toward weakest (inverted pyramid)

Concession: Consider what the other side’s strongest argument is and acknowledge it. Make this point quickly, then move on to the main position and details.

- This section may include stories, anecdotes, quotes, etc.

Call to action/recommendation:

Restate the thesis/position. Suggest a call to action/change in attitude for readers. Remind reader of your lead in some creative way. Don't sound preachy, cliché, or like an English paper (i.e. In conclusion...).