

editorial writing

editorial tips for print

- tie the editorial to a news or feature story elsewhere in the paper, generally one from the front page
- involve the editorial board in deciding the position of the editorial
- consider use of extra leading or larger font size when placing the editorial on the page
- consider giving the vote of the editorial board somewhere near the editorial
- consider the use of a standing headline for your editorial

editorial structure

1. Introduce the problem
2. Give staff position on issue
3. Offer specific evidence to support staff's position
4. Acknowledge other points of view
5. Discuss why other points of view are wrong
6. Review staff's stance
7. Call your readers to action and/or
8. Recommend specific, implementable solutions to problem you presented in #1

types of editorials

- praise
- criticize
- defend
- propose
- oppose
- entertain
- warn
- etc.