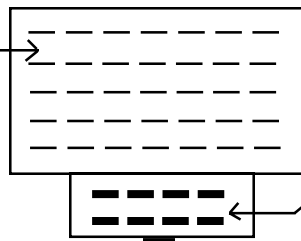


Editorial Structure

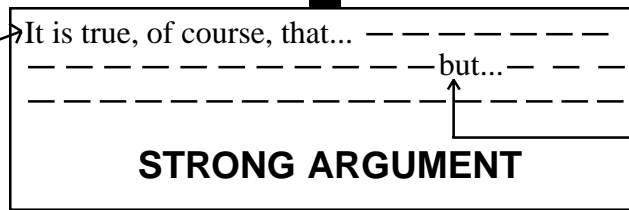
Catch attention: Begin with a general statement which does not indicate the writer's stand on the controversy. Be careful; don't make it too obvious. It should be creative, thoughtful and specific.

Commit: The lead should flow naturally into the thesis, or stance, taken by the editorial.



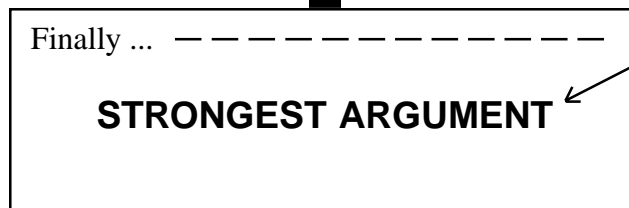
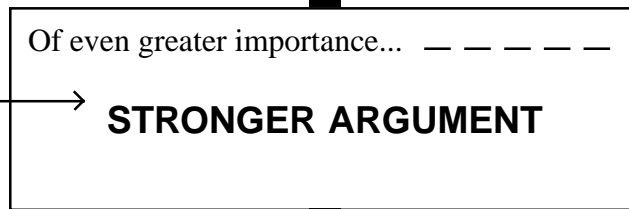
Concede: After stating thesis, recognize strongest opposing argument.

Counter: Switch now into a strong argument in favor of your thesis.



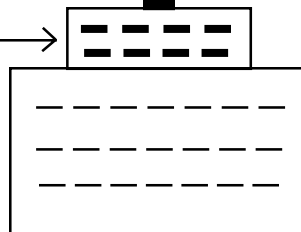
Convince: Build on your last point by making an even stronger point. Be sure points are backed by facts, examples.

Clinch: Save the strongest argument for last. This discourages rebuttal and leaves the reader with something convincing to ponder.



Commit again: Using different words, restate your thesis.

Cap it off: Leave the reader with a little something extra: a vision of the future, a revisit to the lead, a call to action, etc.



A final note: While professional editorial writers use many different structures, this model serves the beginning writer well. Its principles are solid. After the writer gets more experience, he/she will discover ways to vary the structure depending on the topic and approach.