

Editorial Writing



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Editorial

An article that states the newspaper's stance on a particular issue. Basically, it is a persuasive essay that offers a solution to a problem.

**Intro:
Present the
problem or
situation.**

Take a stand!

Opposing viewpoints are rebutted.

Reason #1 for position

Reason #2 for position

Reason #3 for position

Evidence for all 3 points.

**Present
a logical
solution.**

**Recap
the staff
stance.**

Our SITUATION ...

Leaguetown High School, located in West Texas, has 1,700 students enrolled in grades 9-12. Approximately 40 percent of the students are on the free and reduced meal plans. In January Principal Russell Giebstein announced that the campus would become a paperless communication campus by March 1. All school communication, including the school newsletter and notes to parents, would be either posted on the school website or emailed to parents. Teachers can send paper notes to parents for individual students, but class announcements or notes must be sent through email.

Principal Giebstein said this would save the school about \$1,000 each month in paper, mailing and labor costs. In January the monthly school newsletter was posted on the website to help parents get used to the idea. Copies were available in the main office for students and parents, but that practice will stop March 1. In the past, each student received a school newsletter during their second period class to take home to their parents.

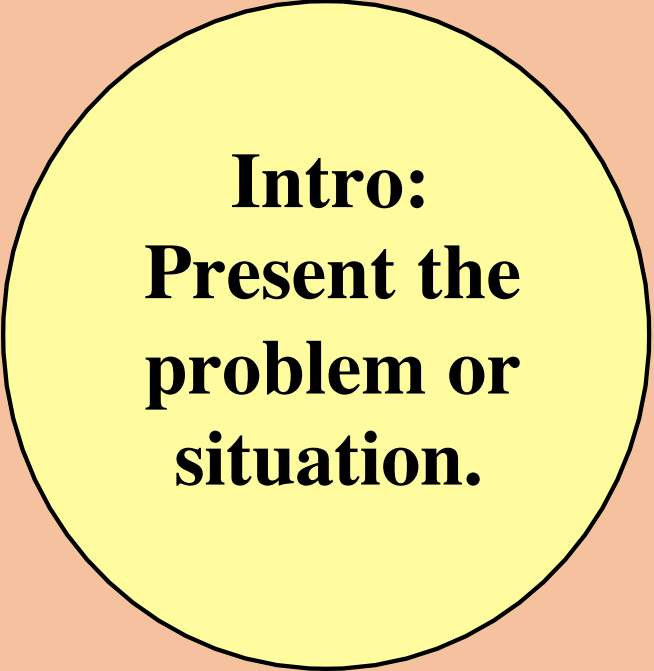
The PTA said it will endorse Giebstein's plan, if the school will continue paper communication for all parents who indicated they didn't have access to a home computer. Giebstein denied the request.

You are writing for the next issue of the *Press* which will be distributed Monday, Feb. 27. The paperless communication policy begins March 1.

The HEAD of our Editorial

For example:

Principal Giebstein announced in January that the school would become a paperless communication campus. After March 1, school-wide and class-wide notes to parents and school newsletters will be emailed or posted on the school website only.



**Intro:
Present the
problem or
situation.**

The NECK of our Editorial

For example:

Going paperless is a smart decision.

OR (the other side)

The paperless policy fails to accommodate every parent in the district and is too drastic.

Take a stand!

What is your opinion???

The BODY of our Editorial

Give three reasons why you are taking your stand.

- 1) Not every parent has internet access or a home computer.
- 2) Parents will be expected to print forms and that can be costly.
- 3) Parents will miss vital information if they forget to check the websites.

Reason #1 for position

Reason #2 for position

Reason #3 for position

The BODY of our Editorial

Give three reasons why you are taking your stand.

- 1) Money will be saved.
- 2) Paper will be saved – environmentally friendly.
- 3) This is an easier way for teachers to communicate with parents.

Reason #1 for position

Reason #2 for position

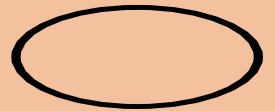
Reason #3 for position

An ARM of our Editorial

Support your arguments with evidence and examples. Your English teachers call this elaboration.

Not every parent has internet access or a home computer. Approximately 40 percent of the students are on the free and reduced meal plans. More than likely, many of those families do not have home computers or internet access in their homes. This paperless action will cut off communication with an important segment of the school.

Evidence for all 3 points

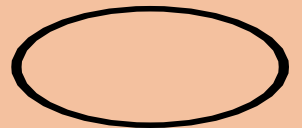


The other ARM of our editorial

Opposing viewpoints are rebutted. You shut down the opposition.

Opponents say going paperless will save money. And perhaps it will. But it's not worth the price. Keeping all parents informed is worth a few dollars each month.

Opposing viewpoints are rebutted



The LEGs of our editorial

**If you are going to complain
about something, you must
have a better way of doing it.**

The PTA suggested that
parents have the option of
going paperless. This is a great
compromise and keeps the
lines of communication open.
The administration should
listen to the PTA and modify
the proposal.

**Recap
the staff
stance.**

**Present
a logical
solution.**

What went wrong?

- You didn't take a stand. (There are both positives and negatives to this new proposal.)
- The argument was trite and generalized. Be specific to the situation. (Trees are so important to our environment. We need more trees.)
- You asked too many rhetorical questions without stating an opinion. (Why would anyone want to change this? What about the parents? What about the kids?)
- You used quotes. You don't need any.



What went wrong?

- The wording was pompous or pretentious. (Parental units are worthy of acknowledgement and deserve proper declaration from the school entity.)
- You turned into a preacher. (Everyone must move into the 21st Century and purchase a computer. Computers make life so much easier.)
- You got off topic. (Parents might be able to use their cell phones. Sprint has great deals on smart phones.)
- Your argument lacked credibility. (It is impossible to live in today's world without a computer.)
- You used stereotypes or made personal attacks. (The principal is stupid for suggesting this change.)



What went wrong?

Principal Giebstein announced in January that the campus would become a paperless communication campus. After March 1, school-wide and class-wide notes to parents and school newsletters will be emailed or posted on the school website only.

While this plan is good, it may not work.

Not every parent has a computer or Internet access in their home. Almost half of the student population is on the free or reduced lunch program, meaning a low socioeconomic status. Many of those parents can't afford computers or the \$50 monthly charge for Internet access.

Saving paper and money is important to the school district, and this proposal will allow that to happen.

What went wrong?

Principal Giebstein announced in January that the campus would become a paperless communication campus. After March 1, school-wide and class-wide notes to parents and school newsletters will be emailed or posted on the school website only.

The paperless policy fails to accommodate every parent in the district and is too drastic.

Not every parent has a computer or Internet access in their home. Almost half of the student population is on the free or reduced lunch program, meaning a low socioeconomic status. The school's poverty level has continued to grow significantly over the last few years. The school needs to come up with programs to help these families. The school should consider a food pantry.

What went wrong?

Starting at the dawn of the new year, parental units have procured transmissions from this institution.

At present, the high authority of this institution has put forth a blueprint to dispose of this paper interchange ritual. She would like to terminate all usage of such correspondence.

This plan is atrocious. It will affect a plethora of households in a detrimental manner.

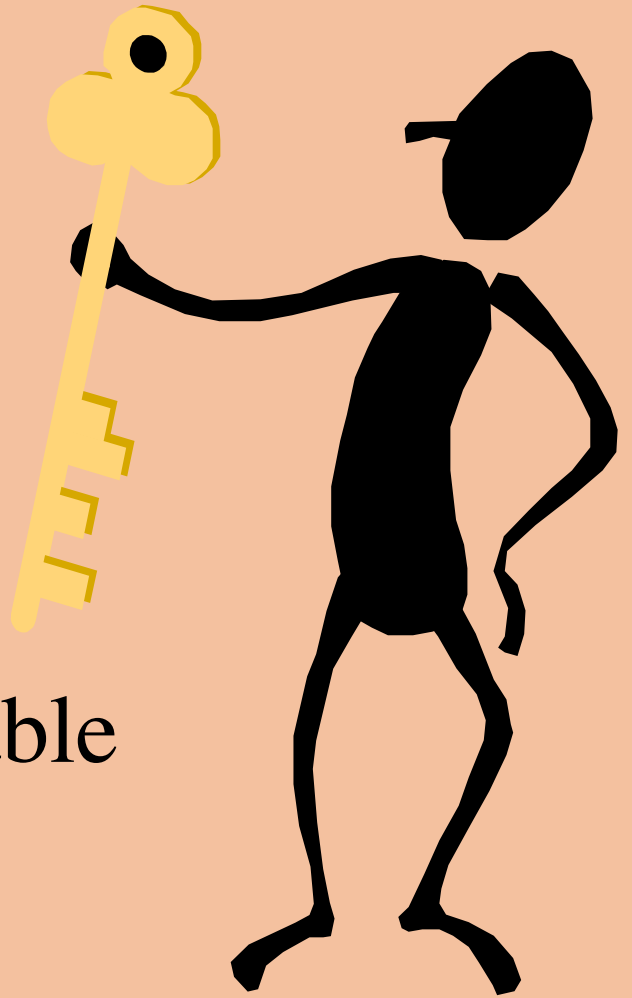
Remember the key to a successful Editorial ...

- Think. Original thought.
- Provide strong evidence to support your stance
- Write in third person (some first person plural)



Remember the key to a successful Editorial ...

- Use active voice
- Be mature, fair and reasonable
- Offer a solution



On contest day ...

- Read the entire prompt
- Decide on a stance
- Using the prompt, write three supportive statements
- Highlight elaboration for your statements in the prompt
- Write

Time to work!!

- Divide the room in two.
- One side is for. One side is against.
- With your group, read the prompt and write a sentence stating your stance.
- Write three statements supporting your stance.

