

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 has 700 students enrolled in grades 9-12. For the past 51 years, the high school has held a beauty pageant in April for female teens between the ages 14 and 17. The winner is titled “Miss Leaguetown High” for that year. Once a student wins the contest, she cannot participate again. Freshman Octavia Eules won the 2017 contest. She was 14 years old.

Last week, in a joint press conference Superintendent Paula Harrison and Mayor Riki O’Hara announced the beauty pageant had been cancelled because they believe the contest objectified female students.

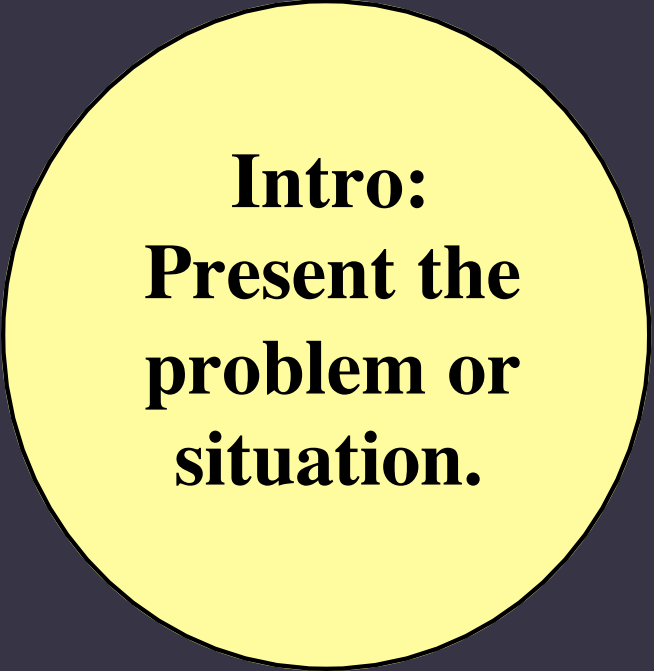
Members of the community, PTA and faculty were shocked and upset by the announcement. A group of parents are gathering signatures of support. So far, more than 500 parents and community members have signed the petition requesting that the pageant be reinstated. The group will present the petition to the school board at its meeting Monday, Feb. 5, and ask for the board to rescind the superintendent’s decision.

In the past, applications for the pageant were due Feb. 1. Wayna Rolster, the pageant director, said if the community wanted the pageants to be held in April, the school board would need to act by Feb. 15 so the venue could be reserved and the contestants could have enough time to prepare. You are writing for the issue of the Press to be distributed Thursday, Feb. 1.

The HEAD of our Editorial

For example if we SUPPORT:

Beauty is more than skin deep.
That is the message Superintendent
Paula Harrison and Mayor Ricki
O'Hara are trying to emphasize to
female students by cancelling the
Miss Leagetown High pageant.



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

The NECK of our Editorial

For example:

And it is the right message to send.

On Monday, the board needs to support the mayor and superintendent.

Take a stand!

What is your opinion???

Pick a side. Stick with it.

The BODY of our Editorial

Give three reasons why you are taking your stand. If we supported it ...

1. The lone attribute judged in this pageant is appearance.
2. The contest objectifies and demeans the participants.
3. It promotes unhealthy behavior.

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.

The lone attribute judged in this pageant is appearance. The only qualification that a female student has to meet is that she is 14 or older. And, oh yeah, she needs to be female. There is no talent section, no interview — nothing but standing around trying to look good. Focusing only on looks sends the wrong message to teen girls.

Evidence for all 3 points

The other ARM of our Editorial

**Opposing viewpoints are rebutted. You
shut down the opposition.**

Supporters of the pageant say Harrison and O'Hara didn't speak to anyone before cancelling the pageant. What is there to talk about? When something is offensive and demeans students, it is logical and right to put an end to it. No talking is necessary.

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 board needs to support Harrison. The pageant involves nothing more than judging high school girls by their looks and bodies. It's a tradition that, frankly, the school should be ashamed of.

**Recap
the staff
stance.**

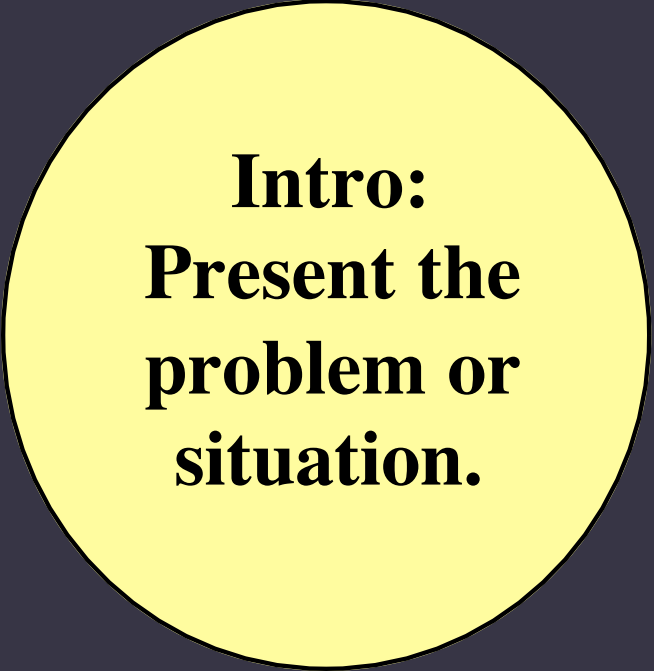
**Present
a logical
solution.**
(Call to action)

THE OTHER SIDE

The HEAD of our Editorial

For example if we OPPOSE:

A 54-year tradition is on the chopping block because two women don't like it. Superintendent Paula Harrison and Mayor Riki O'Hara cancelled the Miss Leaguetown High pageant, saying it objectified female students. But parents and community members are trying to rescue the pageant and are asking the school board for help at its next meeting on Feb. 5.



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

The NECK of our Editorial

For example:

On Monday, the school board needs to act and reinstate the pageant.

Take a stand!

What is your opinion???

Pick a side. Stick with it.

The BODY of our Editorial

Give three reasons why you are taking your stand. If we supported it ...

1. It's what the community wants.
2. It's a 54-year tradition.
3. Harrison and O'Hara made this decision in isolation.

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.

It's what the community wants. It's what the female students want. More than 500 people have already signed the petition asking the board to override the superintendent's decision.

Evidence for all 3 points



The LEGs of our editorial

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

Two people shouldn't have the power to destroy a 50-year tradition. And they certainly shouldn't have the power to do it so late in the game and without talking to anyone else. The board needs to listen to its community and bring back the pageant.

**Recap
the staff
stance.**

**Present
a logical
solution.**
(Call to action)

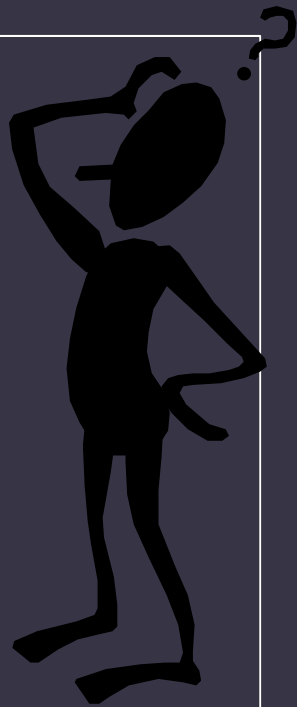
What went wrong?

- You didn't take a stand. (There are both positives and negatives to the pageant.)
- The argument was trite and generalized. Be specific to the situation. (Girls like putting on makeup and getting dressed up.)
- You asked too many rhetorical questions without stating an opinion. (Why do they want to kill our community pride? What is the problem?)
- You used quotes. You don't need any.



What went wrong?

- The wording was pompous or pretentious. (Young damsels relish in ornamental pageantry. The female species take pleasure in being bedecked in lavish frocks and then also take pleasure in an adjudicator appraising their manifestation.)
- You turned into a preacher. (Beauty pageants are evil.)
- You got off topic. (Everyone needs to take pride in their appearance.)
- Your argument lacked credibility. (Anyone could participate in the pageant.)
- You used stereotypes or made personal attacks. (The mayor is stupid for making this decision.)



What went wrong?

A 54-year tradition may be gone if the school board doesn't stop Superintendent Paula Harrison and Mayor Riki O'Hara from cancelling the Miss Leaguetown High pageant.

The school board needs to consider the facts when making its decision.

More than 500 people have already signed the petition asking the board to override the superintendent's decision.

But also, the board must remember that the lone attribute judged in this pageant is appearance. The only qualification that a female student has to meet is that she is 14 or older. And, oh yeah, she needs to be female. There is no talent section, no interview — nothing but standing around trying to look good. Focusing only on looks sends the wrong message to teen girls.

What went wrong?

Beauty is more than skin deep. That is the message Superintendent Paula Harrison and Mayor Ricki O'Hara are trying to emphasize to female students by cancelling the Miss Leaguetown High pageant.

And it is the right message to send.

At its Feb. 5 meeting, the school board should ignore the parents and community members who will request that the board override the superintendent's decision. Even if the entire community signed the petition, the pageant is unacceptable and offensive.

The lone attribute judged in this pageant is appearance. The only qualification that a female student has to meet is that she is 14 or older. Teen girls need to be more concerned about their education than their looks. They should focus on academics and start prepping for college. College is what will make the difference for them, not a single beauty contest.

What went wrong?

Starting at the dawn of each new year, intellectual institutions have instituted governing procedures to rescind such practices that materialize as unsuitable and offensive to their apprentices.

At present, the high authority of this institution has put forth a mandate that would put a halt to the ceremony that reveals the exquisiteness of the damsels.

Remember the key to a successful Editorial ...

- Use the time element
- 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/call to action



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