

What's Your Opinion Worth?

Editorial

Represents the staff opinion on a current topic

Must include a staff discussion

Does not use first person

Must include research, facts and figures

No quotes

**Very structured:
Background/Stance
Facts to support
Facts to support
Show the other side
Call to Action**

Visual: Has an editorial graphic or cartoon

Column

A personal opinion

Reads like an editorial but written in first person

Formal

Should be relevant and applicable to readers

Must include personal insight and examples

A column offers a solution to a problem

No quotes

Similarly structured like an editorial, but should have more personal examples

Visual: Graphic/Photo from the topic of the column

Review

Introduces the reader to movies, music, arts, sports, theater, restaurants/food and other events

Connects to the reader using similar situations

Grades the material using specific details

Written in first person and can include quotes

Gives reasoning to the writer's opinion

Visual: movie poster, photo of specific item reviews (used with proper permissions)

Blog

Is personal but is more of an observational style

Can be nicknamed

Can be any topic

There is a moral to the story

The writer opens him/herself to the reader with experience

Connects to the reader through universals

No quotes

Can be any length

Does not have a call to action

Should include conversation with reader through comments that you continue to answer

Can include pictures, video, links

Less formal, casual

Visual: writer's staff photo

Should appear regularly