

Writer's Checklist

Please follow the below guidelines. **We will not publish articles that don't meet these requirements.**

- ❑ You must submit original content that has not been published before
- ❑ Your article must be between **900 and 1,500 words**
- ❑ Include a **1-2 sentence summary** of your article underneath your title
- ❑ Submit articles as a **Word .doc or .docx**, not Google Doc.

Introduction

- ❑ Begin with a 1- or 2-sentence **thesis statement** that briefly and simply lays out your overarching argument
- ❑ After your thesis, include another 1 to 2 sentences that:
 - 1) Explain why you are an authority on the topic
 - 2) Preview the main elements of the argument — like a roadmap of the article

Article Structure

- ❑ Sections are organized and ordered so that ideas flow intuitively from one point to the next
- ❑ Each section is identified by a **header label** that describes the main point of the section
- ❑ Every section begins with a **topic sentence** that introduces the main idea of the section
- ❑ Every section ends with a **concluding sentence** that wraps up the main idea of the section

Images, Examples, Sources

- ❑ All terms, concepts, and steps are explained and defined clearly, using examples, images, and/or outside resources
- ❑ Includes **2 relevant images** in PNG or JPEG form. **We do not accept stock photos.** Please use screenshots, relevant graphics, and other images that back up and illustrate your points
- ❑ Introduce and follow-up ("sandwich") all images and quotes with context. Explain the main idea of the image/quote.
- ❑ All references to people and companies include a description of what they do and/or why they're a relevant authority on the topic
- ❑ Keep sentences short, direct, and as simple as possible: "The boy kicked the ball into the goal."
- ❑ Avoid overly complex sentences (e.g. those starting with a dependent clause: "The ball was kicked by the boy into the goal," or "Kicked by the boy, the ball powered into the goal.")
- ❑ Always **use the active voice**: "She goes to work."
- ❑ Avoid the passive voice: "She has gone to work." Other examples of passive voice include the word have, can, could, or would before the verb.

Sandwiching Images & Quotes with Context

[Sentence Before Image/Quote]
Say what the image/interviewee represents/says in your own words



[Image/Quote]



[Sentence After Image/Quote]
Explain why the image/quote is significant to the point you make in your article

Conclusion

- ❑ Include an **original header label** with your conclusion; don't simply say "Conclusion"
- ❑ The conclusion must:
 1. Restate your thesis
 2. Reiterate why you are an authority and why the information you present is reliable
 3. Re-emphasize the main points in your article