



Use the italic text to guide you in what information to include. Discover more about using this template: www.sahealth.sa.gov.au/AgePositiveCommunicationToolkit

Template

Editorial/Opinion Piece

[Date DD Month YYYY]

[Headline]

Short and sweet headline: 8-12 words; avoid overly emotional language, make sure it captures your core topic & angle. It could be in the form of a bold statement, or a question you're going to answer.

[Subheading]

A short sentence which sums up your argument or makes clear your opinion on the issue to be discussed, or the change you want to see. Depending on the format of publication, this may or may not be used.

[Feature Image]

An image that captures the essence of your argument and portrays older people in a positive light. It must have a clear link to have impact. In electronic publications a video can replace a still image.

[LEAD] Opening paragraph: 30-40 words. This should set the stage for what is to follow. It needs to gain the reader's interest and make them want to read more, and usually clarifies your position on the issue. It should also be easy to read.

[BODY] Text divided into subheadings (check guidelines for relevant publications but 800-1000 words is a good guide). Keep each paragraph to 1-2 sentences and well-spaced. The body text should provide evidence for your argument and draw on other (referenced) sources to strengthen your argument.



[QUOTATIONS] Quotes from people who are directly impacted by the issue you are discussing add credibility and stretch your message beyond just one voice. Quotes can powerfully portray a positive message about/to older populations, speak to diversity etc. It is worth choosing/finding powerful quotes from older people themselves to illustrate and ‘tell the story’.

Tips:

- Make sure you have the person’s permission to record their interview, so the quotes are accurate.
- Ensure you have the person’s permission to include their quotes in the piece you are writing.
- Always include a name and suburb or city. If they do not want their name attributed, ask for permission to use a first name only, or use a pseudonym and add that as a note at the end of the editorial.
- With the extra words you can use in an editorial piece, adding some more detail about who they are, and their context can be very effective.

[CASE STUDY/INDIVIDUAL PROFILE] Including a detailed example from someone’s life, or from a group’s experience, can add credibility to your argument and lift it beyond one person’s opinion.

[ADDITIONAL VISUALS / INFOGRAPHICS] Consider including visuals that reinforce your argument, including relevant and up-to-date infographics and positive images of older people that complement your words. Where possible, these images should be of ‘real people’ who are impacted or involved in the story. Make sure you have their permission to include their images in this context. See the Image Guidelines for more information.

[CALL TO ACTION] Write a clear conclusion that sums up the major points and creates the opportunity for readers to leave their opinion or act. This may include external links to make it easy for the reader to take the action you desire.