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MAIN MESSAGE AND BLOG TEMPLATE

The basics:

- *Word count:* 750 words
- *Photography:* colorful, dynamic, and Creative Commons
- *Tone and style:* optimistic, informed, fresh; find our Editorial Guidelines at <http://thecityfix.com/files/2015/04/TheCityFix-Editorial-Guide.pdf>

1) What is the blogging opportunity? (event, issue in news, publication, etc.)

Example: Brazilian visionary Jaime Lerner recently gave a speech in which he expanded on why he thinks the private vehicle will soon be on the decline.

2) What is your main message? (1-2 sentences)

Example: Despite increasing rates of private vehicle ownership and fluctuating demand for public transport in Brazil, Jaime Lerner believes that "the car is the cigarette of the future" - You can use it, but you will be seen as a societal nuisance. Lerner has three main allies in the fight against car culture: increasing traffic congestion, environmental awareness, and quality improvements in public transport.

3) What are the 2-4 sub-topics you'll address to illustrate your main message?

A) Sub-topic #1:

Example (from the above main message): Traffic congestion frustrates people and leads them to look for alternatives.

B) Sub-topic #2:

Example: Brazil's environmental movement has created a more informed and responsible public.

C) Sub-topic #3:

Example: Higher quality public transport is more responsive to people's needs and will soon be a more attractive option than the private car.

D) Sub-topic #4:

4) What is the headline? (Illustrates key message, include search terms)

Aim for 5-8 words. Example: "The car is the cigarette of the future"

5) Write your introduction. (Draws reader in, tees up key message)

Aim for 100-150 words. Only after the main message has been approved by TheCityFix editors

6) Write your "key message" paragraph. (Transitions from introduction to main idea of the piece)

Aim for 100-150 words. Only after the main message has been approved by TheCityFix editors

7) Write body text. (Use outline developed in Step #2. Use sub-headers to structure text)

Aim for 300-350 words. Only after the main message has been approved by TheCityFix editors

8) Conclusion.

Aim for 100-150 words. Only after the main message has been approved by TheCityFix editors

To view the post this template is based on, please visit <http://thecityfix.com/blog/car-cigarette-future-luis-gutierrez-jaime-lerner-sibr-t-car-culture/>.