

TheCityFix

BLOG TEMPLATE

Basics:

- Word count: 750-850 words
- Visuals: We heavily encourage incorporating photos, infographics, maps, charts, and other visuals into blog pieces—as long as we have permission to use them.
- Tone and style: non-academic, engaging, Op-Ed
- Audience: Our audience is global. We produce content that is relevant to a non-technical audience; the majority of examples in blogs should come from developing countries.
- Originality: Most importantly, be original – all content you submit for publication on TheCityFix must be your own, or properly referenced. Plagiarism is not acceptable and would risk your reputation and maybe more. Statistics, quotes, or ideas that are not your own can be referenced in text, through hyperlinks, or using both.

1) What is the blogging opportunity? (recent event, trend, 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)

Your thesis statement/ main argument goes here. Be sure to make explicit who you are addressing and what they should do. This is a call to action (i.e. city leaders should prioritize investments in energy efficiency in order to reduce emissions)

Title

(1) Introduction (100 – 200 words)

- *Hook.* What's a fact, example, or statistic that will engage readers and get them to read your piece?
- *Main message*

(2) Body (Two or Three Sections – Total 500-600 words)

Section Heading 1 (*Example: Brazil's Bus Fleets Are Severely Outdated*)

Paragraph 1

Paragraph 2 (optional)

Visual (optional)

Section Heading 2 (*Example: New Bus Fleets Will Decrease Emissions and Combat Pollution*)

Paragraph 1

Paragraph 2 (optional)

Visual (optional)

Section Heading 3 (*Optional. Example: New Technology Is an Opportunity for Change*)

Paragraph 1

Paragraph 2 (optional)

Visual (optional)

(3) Conclusion (~100 words)

- Very briefly reiterate your main message, synthesizing your main points.
- *Call to Action:* What does the future look like for the topic/ field you're writing about? What changes should take place?
- What are some key upcoming opportunities for making progress?