# WRITING FOR THECITYFIX

## What is TheCityFix?

Launched in 2007, TheCityFix connects a global network of writers, urban planners, designers, engineers and citizens who work to make cities better places to live. The blog is produced by [WRI Ross Center for Sustainable Cities](), a program of the [World Resources Institute]() that combines global research and on-the-ground experience to spur action to improve life for millions of people. TheCityFix has partner sites in Portuguese ([TheCityFixBrasil.com]()), Spanish ([TheCityFixMexico.com]()) and Turkish ([TheCityFixTurkiye.com]()), as well as a learning platform, TheCityFix Learn ([TheCityFixLearn.org]()).

## What is a blogging opportunity?

Many things can be a blogging opportunities; the important question is *what is the news*? Why should someone care? Is there new information? Examples of potential news-making opportunities include commentary on current events, trends, research, or a book informed by your experience; the launch of a new publication or tool; coverage of an important conference or meeting; on-the-ground reporting from interesting places; and updates on important projects or communities.

## What should I keep in mind while writing my post?

- **Length**: ~800 words
- **Tone**: Non-academic, direct and conversational, rather than formal and academic (and a sense of humor never hurts!). Think op-ed style.
- **Audience:** Content should be written for a *global, non-technical audience*. The majority of examples should come from non-U.S. countries or be applicable to countries with rapid urban growth. Explain major concepts and acronyms on first use (and avoid acronyms whenever possible).
- **Visuals:** We greatly encourage incorporating photos, infographics, maps, charts, videos and other visual elements into blogs – as long as we have permission to use them. Please include sources for all visuals.
- **Originality:** Most importantly, be original – all content must be your own, or properly referenced. Plagiarism is not acceptable. Statistics, quotes or ideas that are not your own should always be sourced via a hyperlink; if replicated directly, language should be quoted.

## What is your main message?

Before writing, it's important to understand what your main thesis/argument is; this should be closely related to *what is the new news*. The main message and news should be communicated to the reader within the first few paragraphs, preferably following a *hook* that engages the reader with an interesting or evocative idea, image, person, quote, story or fact. See more on recommended structure below and [examples of good hooks/ledes]().

## How should I structure my post?

Generally, our stories follow the [inverted pyramid structure](): start with an interesting *hook* or *lede*, follow with the most substantial information about your *main message* and/or *new news*, fill in with additional detail and background information afterwards. Recommendations and challenges to your main idea (alternative viewpoints) are often best brought up in the concluding section.

Introduction (100-200 words)

- *Hook/lede*: An interesting or evocative idea, image, person, quote, story or fact. Award-winning [examples can be read here](#).
- *Main message* and *new news*: Sometimes these are the same, but sometimes not. The main message should preview the full discussion to come and your likely conclusion (do not "bury the lede").

Body, 2-3 Subsections (500-600 words)

- More detail on your main message
- More detail on the problem being solved
- General background information
- Examples/case studies

Conclusion (100-200 words)

- Very briefly reiterate your main message, synthesizing your main points.
- Note any outstanding challenges and challenges to your thesis
- *Call to action*: What does the future look like? What changes should take place? What's happening next?

## How can I promote my post?

Time spent on promotion is just as an important as time spent on creation. We promote stores on [Twitter](#), [Facebook](#) and by linking to them from other stories on the blog. You can help by…

- Sending a link to your colleagues and ask them to read and comment on it
- Posting a link to your personal social media streams (blog, Twitter, Facebook, etc.) or organizational website
- Posting comments on related blogs and interacting with people who are part of the broader conversation about your topic