**SEVEN POINTERS FOR AN EXCELLENT EDITORIAL**

Detailed in this [video](http://www.nytimes.com/video/opinion/100000002691088/how-to-write-an-editorial.html) by NY Times Editorial Page Editor, Andrew Rosenthal.

**1. Know your bottom line.** “You have to know what you want to say. You have to have a clear opinion — what we call a bottom line.”

**2. Be concise.** “You need to get to the point of your editorial quickly. You have to state it clearly and you have to be concise.”

**3. Give an opinion or solution.** “There are basically two kinds of editorials. One expresses an opinion about a situation, like if you want to write about human rights abuses in some part of the world or the country that you’re concerned about. The other kind of editorial proposes a solution to a specific problem. For example, if you want to write about traffic congestion in northern New Jersey, where I live and there’s a lot of traffic, you should have an answer to how to fix the traffic problem.”

**4. Do your research.** “Everyone is entitled to their opinion, you’re not entitled to your own facts. Go online, make calls if you can, check your information, double-check it. There’s nothing that will undermine your argument faster than a fact you got wrong, that you did not have to get wrong.”

**5. Write clearly.** “Good writing is important. Make your writing clear and easy to understand. Write as if you’re sending a letter to a well-informed friend who cares about what you think. But don’t use any slang. *OMG* — no. Use examples whenever you can. It’s better to use an example than just to use a word or an adjective that describes something. If you want to say that the mayor’s pre-K policy is wrong, explain how — don’t say it’s just stupid. In fact, never use the word stupid.”

**6. Every writer needs an editor.** “After you’ve written your editorial, give it to someone you trust to read and listen to what they say. If they don’t understand it, that means it’s probably not clear.”

 **7. Be prepared for a reaction.** “When you write something and you publish it, be prepared for a reaction. If you write a good editorial, people are going to respond to it. And if you criticize people, they definitely are going to respond. So if someone writes you a letter, write them back. Be prepared to defend your position. Don’t get defensive, just explain why you said what you had to say. And if they question your facts, be ready to show that you were right.”