Article Guide

Suggested word count: 250
Your content should be organized as follows:

- **Begin with the most important and timely information** - Tip: Tell the reader why this is important or what is the new finding, etc. The first sentence should introduce your article’s topic in a way that teases the content and or evokes an emotion in readers (curiosity, concern, excitement, etc.,).

- **Follow those facts with supporting details** - Tip: The middle paragraphs should state or show — through anecdotal stories that relay the facts — evidence that supports your article’s topic or argument.

- **Conclude with less important—but relevant—details, interview quotes (if applicable), and a summary** - Tip: In addition to briefly reminding readers of the story’s initial topic or argument and summarizing your points, you should also end with a call to action. Direct readers to an ASRC or GC CUNY page where they can learn more about your initiative, discipline, and or the article’s topic.

Important things to include/do:

- Include any relevant hyperlinks to pages located on the ASRC’s website or relevant articles/announcements.

- **Always** mention and hyperlink the initiative that you or whatever you are writing about is associated with.

- Hyperlink all mentions of people affiliated with the ASRC to their biography found on the ASRC’s directory. If an ASRC bio isn’t available you may link to their GC CUNY bio (if applicable), CUNY college bio, or the researcher’s personal bio on their lab’s website.

- Remember to fact-check dates and claims.

- Accompany each post with an image. **Portraits image size:** 600x750 **Landscape image size:** 1200x900

- Write out numbers one through nine and use digits for numbers 10 and up. Review the GC CUNY Editorial Style Guide for further guidance.

Article examples:

• https://asrc.gc.cuny.edu/headlines/2022/11/study-tracks-how-elastin-transforms-from-a-liquid-to-a-solid/