

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/2022/05/study-associates-infant-temperament-with-maternal-stress-from-superstorm-sandy/>

- <https://asrc.gc.cuny.edu/headlines/2022/11/study-tracks-how-elastin-transforms-from-a-liquid-to-a-solid/>
- <https://www.gc.cuny.edu/news/science-faculty-spotlight-matthew-sfeir>