Appendix 12.2. 3-2-1 Column Approach Assignment

Task: Write a balanced article to address a significant sports-related issue, preferably one your community currently faces.

Overview: Your article should address multiple perspectives as you attempt to present a fair and balanced discussion of the issue. Represent each source accurately, and avoid inserting your own opinion into the article.

The assignment is called the “3-2-1 column approach” because you will need to interview three key stakeholders, research two reputable print or online sources, and take one photograph.

Stakeholders: The key stakeholders should be people or organizations that have a vested interest in the issue you are exploring. Make sure the perspectives are balanced; that is, they must represent different perspectives. Think of it this way: if the article were a sporting event, one perspective might represent the home team, one the visiting team, and the last a referee source (i.e., an impartial but interested party).

Sources: Your sources should be credible and unbiased nonfiction sources that provide background information on the issue or offer expert opinions. Be sure to record accurate bibliographic information from each source using APA formatting.

Photograph: The photograph should be relevant to your article and provide a graphic aid readers can use to help them visualize the issue. You must take the photo yourself.

Notes:

- Start the article with the lede (i.e., 5W+H) and organize it logically, moving from general to specific information, similar to the structures of the published articles you analyzed earlier.
- The writing must be clear, and the voice must be objective (i.e., do not portray a bias).
- The final draft must be 450–550 words, typed, using standard English conventions.