

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.