



# Article and Blog Writing Guide

We can't wait to hear your vibrant Fly Five story! Your words will help guide and inspire teachers using Fly Five in their classrooms and school communities.

To get started, read a Fly Five educator feature [here!](#)

## Framework:

- Tell an engaging story (500–850 words) about your or your students' experience with Fly Five.
- Use the Writing Framework below if you need help with your writing approach.
- Writers and editors employed by the Center for Responsive Schools (CRS) will refine and polish your writing.
- No training is required.

## Topics to Choose From:

- Timely stories that relate to upcoming holidays and how to celebrate in the classroom.
- Moments where students displayed an SEL skill that took you by surprise.
- A challenge while implementing the curriculum you overcame as a class.
- Unique ways you integrate Fly Five throughout the day.
- Board games or activities that support social and emotional skill-building.
- Articles, blogs, or downloadables focused on student and teacher well-being.

Once you have your content idea, email [marketing@flyfivesel.org](mailto:marketing@flyfivesel.org) with "Guest Feature: [Proposed Title]" as the subject. In the body of your email, be sure to include the following information:

- A few sentences describing your proposed piece and a detailed outline
- 500 to 850 words for articles.
- A note of the grade level (K–8, K–2, 3–5, or 6–8) for a downloadable.
- A few words about the intended target audience for your submission (e.g., middle school teachers, administrators, instructional coaches, etc.).
- A short bio and headshot or photo with details about your role in education, including your current job.
- Links to other pieces (if any) you've written, particularly for academic publications.
- Signed and attached CRS Media Release Form, or completed via DocuSign.

## Media Release Form (Adults)

---

### Media Release

I hereby authorize Center for Responsive Schools of Turners Falls, Massachusetts, its licensees and assigns, to record my voice and image (on tape, or any other form of media yet to be developed), to edit these recordings into a videotape program, and to use such recordings in any manner or media whatsoever, including unrestricted use for purposes of publicity, advertising, sales promotion, and distribution in connection thereto. I further acknowledge that Center for Responsive Schools owns all rights to the aforementioned recordings.

### Media/Photo Release

\_\_\_\_\_ I give permission for photographs and videos of myself, \_\_\_\_\_ and my work to be used by the Center for Responsive Schools, Inc. of Turners Falls, Massachusetts and its licensees and assigns, in their materials for educators, including newsletters, blogs, books, advertising, and online media. I understand that the photographs and videos will never include my last name.

Please check here if you prefer a pseudonym: \_\_\_\_\_

\_\_\_\_\_ I do not give permission for photographs and videos of myself, \_\_\_\_\_ to be used by the Center for Responsive Schools, Inc.

**Print Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_



# Article and Blog Writing Guide

Below are three writing approaches\* to describe your teaching experience. Read the options, and choose an approach that best fits your topic and writing style.

## 1. The before-and-after method

The **structure** of the before-and-after method:

- Describe the problem.
- Outline what would be ideal or desirable for your Fly Five teachers and school leaders, for example, using the words, "But imagine if... ."
- Explain the solution.

### Include:

Tips and tricks, ideally showcasing your expertise in the classroom.

## 2. The monomyth

In a monomyth, the hero **experiences difficulties** or hardships. As a result, they gain wisdom or accomplish something great.

### For which posts?

- Your personal story: how it all started, what happened next, where you ended up afterward, and where you are now.
- The story of a student or fellow Fly Five teacher whose problem was solved.
- Tips and tricks, ideally showcasing your expertise in the classroom.

## 3. The emotionally charged, personal story

Emotion works. So tell **emotionally charged, personal stories**. These stories contain strong, possibly even slightly provocative words. Capture your audience from the get-go with an attention-grabbing first sentence.

A variation on this is the **three-part storytelling technique** of author Dale Carnegie:

- Share a relevant, personal experience - either yours, a fellow educator's, or a student's.
- Describe the action you took to solve the problem.
- Explain the benefits of this action.

### Pro tip:

Create fictional names to preserve the anonymity of students and staff.