

Tips on Writing and Publishing an Op-Ed

An op-ed, or column located opposite a newspaper's editorial section, is one of the best ways to disseminate your message through the media because you have complete control over content. The following are a few items to keep in mind in preparing your op-ed:

- Contact the newspaper you are targeting to determine proper protocol for submission;
- Have one clear message or opinion to convey and stick to it;
- Tailor the message to your community;
- Make the piece self-contained by giving readers whatever background they need to get your point within the column;
- Provide strong evidence in support of your opinion, *i.e.* statistics, a story, research results, without being too technical or straying off-message;
- Include an authorship line that gives your name and brief description of what qualifies you as an expert on the subject discussed in the column; and,
- If you get published, distribute a copy of the piece to your membership and use in promotional packets for your coalition.