

Tips for Writing an Op-Ed:

1. Decide on your intended audience. Who are you trying to reach? For example, are you trying to rally the crowd that already agrees with you, see if you can influence those who are positioned more in the center, or some other niche audience? Is the media platform you're approaching the right one to reach that particular audience?
2. Determine 1-3 points you want to clearly articulate in your piece, making sure that your main point is at the top
3. Offer evidence supporting the points you're making
4. Use your personal voice and talk about how the issue you're writing on impacts you or your community
5. Try to find a relevant news hook to connect your piece to
6. Identify opposing viewpoints and acknowledge them in your piece, especially if you are responding directly to one of them
7. Offer solutions to answer the critiques you're making. This will make for a stronger piece that engages readers
8. Keep it short! Most op-eds are about 600-800 words.