Op-ed Write-a-Thon
Today’s session

Agenda

● Op-ed Refresher
● Quick Brainstorm
● Breakout Groups + Discussion
Takeaway:

Successful op-eds are about your unique voice, expertise, and experience.
An op-ed is a ~650 - 850* word argument

An op-ed is:

➔ A call for change, not a reflection
➔ “Controversial”
➔ Written in your voice
➔ Evidence-based
➔ Relevant to issues of the day
➔ Specific
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An op-ed is NOT:

➔ Self-promotional
➔ Preachy
➔ An explanation
➔ A platitude
A Tried & True Op-Ed Template

- Specific audience
- Strong opening
- Argument (the main point)
- Supporting point/Why now (if not in the opening)
- Evidence
- Acknowledgement of opposition argument with brief (p)rebuttal
- Call to action
- Strong closing (often this references opening and is hopeful/forward looking)
Five Minute Brainstorm

● What is one argument you’d like to make in an op-ed?

● Who is/are the audience/s for an op-ed on this topic?