The Medical Society Consortium on Climate & Health

Op-ed Write-a-Thon

The Medical Society Consortium on
CLIMATE & HEALTH

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Today's session

Agenda

- Op-ed Refresher
- Quick Brainstorm
- Breakout Groups + Discussion

Takeaway:

Successful op-eds are about ***your*** unique voice, expertise, and experience.

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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

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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?