

## How to write an op-ed

### What is an op-ed?

An “op-ed” is usually published in a newspaper or other media source and expresses the opinion of the author about a relevant public issue or matter. It is a great opportunity to raise awareness about gender-based violence. If you have a relationship with the editor you plan to submit to, connect with them prior to writing the op-ed to see if there is any interest. This is where prior relationship building comes in handy. It is important to note that most newspapers will not consider your piece if you submit to more than one outlet at a time. Another great option is to co-write an op-ed with another organization.

**Tip:** You can find an op-ed contact by searching the news outlet’s name with the terms “opinion” and “editor” in the search bar of Twitter/X, then click on people in the vertical search. Most editors list their contact information in their Twitter/X bio and, while you are at it, you can add them to your list of people you follow.

### Goals:

- I. Compelling Introduction: The first line is the lede (or hook) and is where you must grab the reader’s attention. Remember, it must be timely.
- II. Thesis Statement (Main Message): This is your explicit or implied statement of argument.
- III. Body Paragraph(s) – info about issue: In the body you should provide three important arguments that are backed up by evidence and a conclusion. Provide hyperlinks to any statistics you provide.
- IV. Call to Action
- V. Conclusion: Your conclusion should circle back to your lead.