

## Op-ed Tip Sheet

Writing an op-ed about the inquest recommendations is a great way to raise awareness in your community and encourage people to take action. Unlike a news story, an op-ed expresses the opinion of the author, giving you a chance to share your thoughts about the recommendations with your community. You can also use it as a call to action.

Before you put time into writing one:

- Consider co-writing your op-ed with a colleague or another organization in your community, so a broader perspective can be shared
- Find out who is in charge of op-eds at the media outlet you want to work with
- Ask if they are interested in your topic for an op-ed
- Learn about any requirements in terms of writing style, number of authors permitted, length (generally between 750-800 words), etc.
- Ask whether you can submit your op-ed to multiple media outlets (most will only consider publishing an op-ed if it is submitted to just one media outlet)

There is a bit of an art to writing an op-ed. Here are a few tips:

- Tie your op-ed to something that is currently in the news
- Start with a strong sentence or two that will grab the attention of the readers
- Make a statement about what your main point or points will be
- Use the rest of your op ed to fill in the details and make your argument/pitch
- Whenever possible use hyperlinks to sources for any facts you include
- Make your call to action
- Conclude by circling back to the theme or those you identified at the beginning of the op-ed
- Keep your sentences and paragraphs short
- Use plain language and stay away from jargon
- Support your key points and arguments with facts
- Write for your audience
- Avoid obvious self-promotion

Sample Op/Ed: [Sealing criminal records of marginalized people will improve many lives](#)