

POWERPRISM

Tips Op-Eds (Opinion-Editorials)

Op-Eds are issue opinion pieces written by local readers, usually appearing opposite the editorial page. Decision-makers check out the opinion pages of the newspaper for a quick snapshot of what people care about at any given time. Op-Eds are an important tool for advocates and the arts and design sectors should use them regularly to communicate directly with decision-makers through the media they care about.

- Because a newspaper usually won't run multiple op-eds on the same subject, give careful thought to whom you want to have author your op-ed. Many papers will allow two authors and your messengers are often as important as your message.
- Identify the correct person to send your op-ed to, usually the editorial page editor.
- Include your name, address and daytime telephone number — include title if pertinent.
- Include all relevant information about the issue, including background information.
- Be aware that your piece is subject to editing by newspaper.
- Op-Eds should generally be 600 words or less, but check with specific newspaper's policy.
- Op-Eds are usually published in a timely manner, as most are related to a current event issue.