

WRITING AN OPINION EDITORIAL (OP-ED)

Best Practices

When writing an Opinion Editorial, commonly known as an Op-Ed, consider the following tips:

- 1. Choose a current topic or “news peg” on which to hang your opinion.** Express your point of view clearly and boldly in the first paragraph.
- 2. Use simple, short sentences and paragraphs.** Avoid jargon.
- 3. Include at least one memorable phrase** for use as a pull-out quote.
- 4. Close on a strong note.** A short, powerful, last paragraph should drive your point home. Make it personal and provide accurate information.
- 5. Think of images or ways to make your message powerful and concrete.** Stories and personal experiences are often very persuasive. Create a picture in the reader’s mind.

Outline for Drafting an Op-ed

[Introduction sentence setting the scene and grabbing your reader’s attention. This includes the news hook – what are you responding to?]

[Statement of argument – either explicit or implied. Should be based on evidence (such as stats, news, reports from credible organizations, expert quotes, scholarship, history, first-hand experience)]

[Introduce first point.] [Provide evidence for first point.]

[Introduce second point.] [Provide evidence for second point.]

[Add a few sentences here preempting your potential critics by acknowledging flaws in your argument and address any obvious counterarguments.]

[Conclude by circling back to what you said at the beginning – mention the new hook, or speak to the attention-grabbing information you used at the beginning]