

Tips for Writing and Placing 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 can be used to communicate directly with decision-makers through the media they care about.

- Because a newspaper usually will not run multiple op-eds on the same subject, give careful thought to whom you want to have write 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 your job title if it is relevant and permitted by your employer.
- If you are emailing an op-ed to a newspaper, paste the text of the letter directly into the body of your email. **Many newspapers and reporters will not open attachments.**
- Include all relevant information about the issue, including background information.
- Be aware that your piece is subject to editing by the 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.
- The OpEd Project is a great resource that includes additional tips and tricks to help craft your op-ed: <https://www.theopedproject.org/oped-basics>.

Check out these examples of op-eds related to body confidence.

- [o When Black girls hear that our bodies are all wrong](#)*
- [o How Instagram is damaging the self-esteem of women](#)*
- [o I'm a guy and I survived an eating disorder](#)*
- [o "Detox Teas" are basically laxatives, and they fueled my eating disorder](#)*
- [o Kim Kardashian-Jameela Jamil feud has done more to expose detox tea lies than the FDA](#)*