

How to Write an Opinion Editorial (Op-Ed)

An opinion editorial can be written by anybody! It's literally an article that expresses an opinion. If you have an opinion, you can write an editorial. But it's important to follow a few rules and know how to get the op-ed placed for publication.

- Editors are most interested in something newsworthy locally or nationally.
- Make your point concisely: the ideal length for an op-ed is typically 700 words or less.
- We recommend following the TACT guidelines:
 - **T: Thesis**—What point are you making?
 - **A: Address misperceptions**—Are you debunking any misperceptions that stand in readers' way on this topic?
 - **C: Citations**—Are you citing factual material from trusted sources to back up your point? Are you providing links to this material?
 - **T: Target audience**—Are you considering a target audience and using the right language and tone to reach them?
- Submit for publication
 - Generally a newspaper or magazine will list the way to submit your opinion editorial to the paper (it's usually a general email address). Some larger papers employ "opinion editors" who decide what editorials the publication will accept and print but generally these editors receive submissions through a separate email address which is usually listed on the paper's masthead. If it's a small town newspaper, you might know the owner or editor. Definitely use your personal connections to help ascertain the best way to submit your article.