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## WHAT IS AN OP-ED?

An Op-Ed (opinion editorial) is a prose piece typically published by a newspaper or magazine which expresses the opinion of the author. Typically, an Op-Ed is intended to convince its readers of a specific position.

## HOW TO PUBLISH AN OP-ED

Most publications—whether print or exclusively online—have clear guidance for submitting op-eds on their website. This includes how long they should be (word count), what email address to send to, etc. When in doubt, Googling “how to submit op-ed to [your publication]” should do the trick.

## WHEN SHOULD I SUBMIT AN OP-ED?

Many outlets take a few days to consider an op-ed for publication—should they accept it, it could be a few more days before anything is “live.” While there are outlets that move more quickly, it’s always good to build in several days’ time before your desired run date. To pack the most punch for National Charter Schools Week, your Op-Ed should run anywhere from May 9 -15—meaning it will be ideal to pitch a week prior, roughly May 1 - May 8.

## WHAT MAKES A GREAT OP-ED?

Be brief and get personal. Editors (and readers!) want to hear why this issue matters to you and—even more importantly—to those in your community. Also, a good rule of thumb is this: don’t underestimate your reader’s intelligence and don’t overestimate your reader’s background knowledge. Don’t dumb things down, but do be clear and avoid jargon.

## WHAT SHOULD MY OP-ED INCLUDE?

- 》 A lede (hook): Catch the reader’s attention.
- 》 Make your case:
  - 》 Begin with your thesis/main argument
  - 》 Present valid claims + evidence
  - 》 Strongly recommended: Acknowledge and address counterarguments
- 》 Call-to-action: What should someone who agrees with your persuasive prose do now/next?

## WHO SHOULD AUTHOR AN OP-ED?

Op-Eds that come from local leaders, teachers and families that are closest to the impact and benefit of charter schools are always compelling authors. Policy and advocacy leaders can be compelling if your Op-Ed is focused on legislation or policy decision being made. Above all else, think local.