



Tips on Having an Opinion Piece Published

- ✓ **Keep it short.** Print and digital publications publish op-ed opinion pieces (usually not more than 500-750 words) and letters to the editor (usually less than 500 words).
- ✓ **Write clearly and persuasively.** Have a topic sentence. Make sure the first sentence or two explains what you're going to say.
- ✓ **Be clear** about what you are asking the editor to do: Identify your submission as a letter or op-ed.
- ✓ **Send the newspaper the cleanest copy you can.** Have someone else – or several others – read it before you send it. This is particularly important because we are educators and education advocates. An error-ridden, rambling piece will not send the right message about high-quality education and will not be published.
- ✓ **Identify yourself fully** in an italic line at the bottom of the piece, or in your letter's signature. "John Smith is a principal at Jane Doe High in Philadelphia."
- ✓ **Make sure your arguments are based on merit,** not on the motives of others or your personal opinion. "We need to invest in our children by paying employees competitive salaries," rather than "Other people get raises every year and we should too."
- ✓ **Keep your arguments focused in a positive way** on the needs of children and staff, not on misperceptions or misinformation. "We believe all students can learn," rather than "It's not fair that everyone thinks that students at my school can't learn -- they're wrong."
- ✓ **Be clear about who the reader is.** The readership for some publications like the Inquirer is broad. The readership of niche or specialty publications can be more homogeneous.
- ✓ **Keep it civil and factual in tone.** You will be more persuasive with reasoned arguments than with overheated, emotional statements.

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