

OP-ED

2023

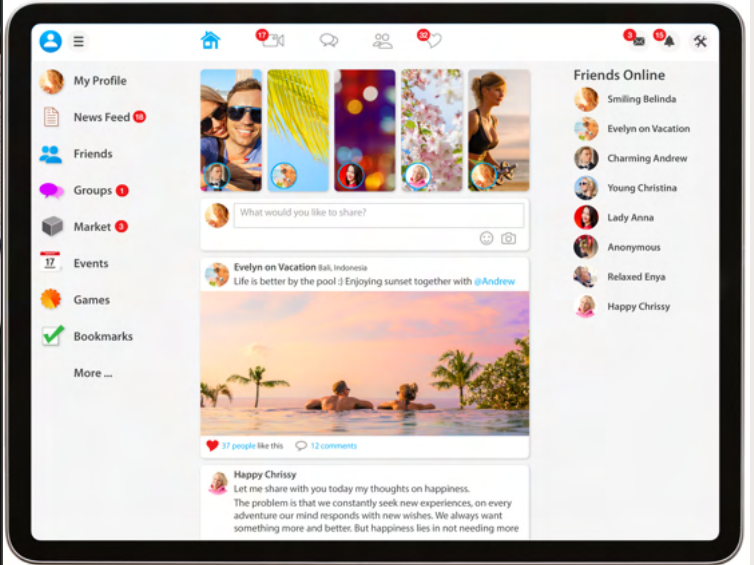


WORKBOOK

PREPARED BY ASHLEY BOCKHOLDT

OP-ED WORKSHOP RUTGERS
2023

WHAT IS AN OP-ED?



OPPOSITE THE EDITORIAL

TRADITIONALLY, AN OP-ED WAS SLANG FOR AN OPINION PIECE PRINTED OPPOSITE AN EDITORIAL PIECE. THIS WAS A WAY FOR READERS TO DIGEST CONTENT THAT WAS NOT TAILORED BY THE EDITORIAL BOARD OF A PUBLICATION.

TODAY, AN OP-ED IS MORE COMMONLY UNDERSTOOD AS A STRONG, FOCUSED OPINION PIECE WRITTEN BY AN INFORMED WRITER.

AN ONLINE OP-ED CAN COME IN MANY DIFFERENT FORMS!



TYPES OF

OP-ED CONTENT



TRADITIONAL NEWS MEDIA

PRINT OR ONLINE, TRADITIONAL NEWS SITES SUCH AS THE NEW YORK TIMES OR CNN OR EVEN DAILY MAIL PUBLISH OP-EDS AS AN IMPORTANT WAY TO REPRESENT THE "PEOPLE'S" VOICE AND ENGAGE WITH THE PUBLIC.

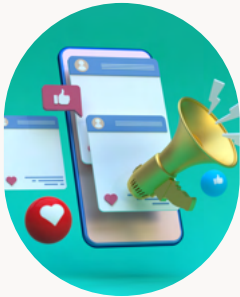
GETTING PUBLISHED BY A LARGER PUBLICATION OFTEN INCLUDES MONETARY COMPENSATION, BUT IS DIFFICULT TO BREAK INTO



BLOGS

AN OP-ED CAN APPEAR ON A PERSONAL BLOG **REMEMBER, A PERSONAL BLOG IS PUBLISHED AND RAN BY AN INDIVIDUAL, BUT CAN COVER MANY DIFFERENT GENRES/TYPES**

PERSONAL BLOGS ARE A GREAT WAY TO GET YOUR VOICE INTO THE WORLD, BUT ARE UNPAID TO BEGIN WITH AND REQUIRE CONSISTENCY BEFORE MONETIZATION



SOCIAL MEDIA

THE MOST IMMEDIATE AND ACCESSIBLE WAY TO WRITE AND PUBLISH AN OP-ED IS THROUGH SOCIAL MEDIA! ANY TIME YOU POST YOUR OPINION OR THOUGHTS CAN BE CONSIDERED A "BITE-SIZED" OP-ED

SOCIAL MEDIA ALLOWS FOR IMMEDIATE ENGAGEMENT, VERSATILITY OF AUDIENCE, AND THE POTENTIAL FOR A LARGE AUDIENCE; HOWEVER, REQUIRES INGENUITY TO STICK OUT



THE GOAL

FIND THE PLATFORM OR SPACE THAT WORKS BEST FOR YOU! **THIS CAN BE A MIX OF THESE KINDS OF CONTENT! WHERE YOU PUT YOUR VOICE ALSO IMPACTS HOW YOUR OP-EDS WILL BE RECEIVED!**

WRITING OP-EDS IS ENTIRELY YOUR VOICE & YOUR CHOICE!

5 STEP

OP-ED PROCESS

01

STEP ONE: CLEAR POINT

THIS IS MOST IMPORTANT TO A SUCCESSFUL OPINION PIECE!!!

IS YOUR OPINION/POINT CLEAR?!

02

STEP TWO: WHAT IS IT?

FOR YOURSELF AND AS GOOD PRACTICE, YOUR OP-ED SHOULD NOT JUST HAVE A CLEAR POINT, BUT YOU SHOULD WRITE IT PLAINLY IN YOUR NOTES SO THAT YOU CAN REMIND YOURSELF WHAT IT IS THROUGHOUT THE PROCESS

03

STEP THREE: WHO CARES?

KEEPING YOUR AUDIENCE IN MIND IS KEY TO FINDING YOUR TONE, MOOD, AND OVERALL VOICE. WHO ARE YOU WRITING FOR AND WHY?

04

STEP FOUR: RESEARCH

THE ONLY WAY YOU CAN CRITICALLY ANALYZE SOMETHING IS IF YOU UNDERSTAND IT. RESEARCH IS AN ESSENTIAL COMPONENT OF OP-EDS (REMEMBER YOUR AUDIENCE IS MEANT TO TRUST YOU AS AN INFORMED WRITER! OTHERWISE, WHY SHOULD THEY CARE WHAT YOU HAVE TO SAY IN THE FIRST PLACE?)

05

STEP FIVE: SUBSTANCE

AFTER IDENTIFYING YOUR POINT, DOING RESEARCH, AND SOLIDIFYING YOUR OPINION, ENSURE THAT YOUR ARGUMENT HAS SUBSTANCE AND CAN HOLD ITS OWN AGAINST COUNTER POINTS



GET INTO DETAILS

CHECKLIST

MAKE YOUR WAY THROUGH EACH SECTION, AND TICK THE CHECKBOX FOR EACH STATEMENT ONCE THE TASK HAS BEEN COMPLETED.

TOPIC

WHAT IS YOUR TOPIC? (PERSON, PLACE, EVENT, THING, ETC.)

WHAT IS THE THEME? (YOUR OVERARCHING MESSAGE)

ELEVATOR PITCH: (IN ONE SENTENCE SUMMARIZE YOUR TOPIC AND THEME)

YOUR OPINION

IDENTIFY ITS IMPORTANCE

IDENTIFY YOUR GOAL

THE DISSENT

IDENTIFY POTENTIAL COUNTER ARGUMENTS

IDENTIFY THE VALUE OF THE ARGUMENT



SWOT - OPINIONS

ANALYSIS

A SWOT ANALYSIS IS A SIMPLE TECHNIQUE TO IDENTIFY YOUR STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS. FILL OUT THE BOXES BELOW TO FIND OUT YOURS!

STRENGTHS

S

WEAKNESSES

W

OPPORTUNITIES

O

THREATS

T



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O

THREATS

T



MORE, MORE, MORE

DETAILS

WRITING AN OP-ED IS A SERIOUS ENDEAVOR, YOU ARE STAKING YOUR REPUTATION ON THE OPINION YOU OFFER TO THE WORLD! BELOW REITERATE YOUR GOAL AND IDENTIFY WHAT YOU NEED TO RESEARCH TO PRODUCE A CLEAR, INFORMED, AND COHESIVE OP-ED

OP-ED TOPIC:

YOUR INTIAL IDEAS AND OPINIONS



WHAT GAPS ARE THERE IN WHAT YOU KNOW



RESEARCH!



HAS YOUR OPINION CHANGED OR STAYED THE SAME?



OP-EDS

LOGISTICS

GENERAL TIPS TO KEEP IN MIND WHEN WRITING AN OP-ED

- MUST HAVE A STRONG HOOK

THIS CAN BE A WITTY STATEMENT, JOKE, SERIOUS CLAIM, STATISTIC(S), ETC. *ANYTHING* THAT WILL GRAB THE READER'S ATTENTION

- YOUR OPINION AND THEME SHOULD BE CLEAR WITHIN THE FIRST PARAGRAPH
- THE ENDING MUST ECHO YOUR THEMATIC POINT
- ENSURE YOUR VOICE/TONE STAYS CONSISTENT
- HAVE A SECOND READER

EDITORS ARE KEY! ESPECIALLY WHEN PUBLISHING AN OP-ED, SOMETIMES OUR INTERNAL PREJUDICES, BIASES, OR EVEN OUR SUBCONSCIOUS CAN SLIP OUT IN WAYS WE DO NOT INTEND.

BE REAL WITH YOURSELF ABOUT THIS AND HAVE SOMEONE YOU TRUST READ AND EDIT YOUR WORK

- EDIT, EDIT, EDIT

AFTER YOUR EDITOR, GO THROUGH A FEW MORE TIMES! EDITING FOR CONSISTENCY IS JUST AS IMPORTANT AS EDITING FOR SPELLING, GRAMMAR, AND ANY OTHER IMPORTANT FEATURES THAT YOU'VE SEEN IN OP-EDS YOU ENJOY!

- ENSURE YOU PROPERLY CITE ALL YOUR SOURCES

(INCLUDING WHERE YOUR RESEARCH COMES FROM!)

(ALWAYS DOUBLE CHECK YOUR SOURCES!!! ESPECIALLY FOR DIRECT QUOTES!)