**CONTACT:** Your name, title and organization

**HEADLINE EXPLAINING THE MAIN POINT OF YOUR OP-ED, IDEALLY UNDER 80 CHARACTERS**

Like a press release, the lead sentence contains the most important information and summarizing you’re the main point you want to make in 25 words or less. Grab your reader’s attention here by simply stating the news you have to announce. Forget objectivity as this is an opinion piece so you don’t need to be objective. Do not assume that your reader has read your headline or summary paragraph; the lead should stand on its own.

The op-ed should be written informally and discuss the issues at hand. You should write it as if you were debating a friend. You need to back up your opinion with data, quotes and/or anecdotes. These points should provide the support for your opinion to make the point you’re trying to get across more powerful.

Ideally, an op-ed is about 400-600 or so words in length just like a press release. Before you begin to write, you need to know your audience and the media outlet you’re sending this to. Every media outlet is different when it comes to the op-ed rules and audiences they serve.

At the end of the op-ed you’ll want to restate the main point and explain why you believe it. This sort of repetition of opinion is important to hammer it home to the audience you’re trying to reach.