

OP-ED SUBMISSION



Op-eds, or opinion editorials, are powerful vehicles for communicating important arguments. Op-eds represent a range of voices, from experts to everyday people who bring a fresh perspective to public issues. For IPAW, be sure to include call-to-actions, such as increasing access to plasma-derived medicines for patients, donating plasma, and encouraging legislators to join the Plasma Caucus.

Craft your op-ed using the formula and guidance below.

- 1. Know Your Audience.** Tailor your language, tone, and content to resonate with the reader. Consider the reader's interests, concerns, and perspectives.
- 2. Make Your Argument Clear and Strong.** Clearly state your main argument or point. Start with an impactful opener to grab the reader's attention.
- 3. Be Persuasive.** Appeal to the reader's emotions, and use facts to establish your credibility.
- 4. Anticipate Counterarguments.** Address potential objections to your argument and refute them. This demonstrates thorough thinking and strengthens your position.
- 5. Check for Accuracy.** Read your final article, then read it again. Check for accurate facts and proofread for grammar. Make sure your arguments are clear and the article flows. Ask someone to review and provide feedback.
- 6. Submit Your Op-ed.** Follow the publication's specific guidelines regarding word count, formatting, and submission procedures.

Follow the below formatting for your op-ed:

Heading	HEADLINE DATE AUTHOR, TITLE, CREDENTIALS
Opener	The first paragraph of your op-ed should set the tone and be impactful. Start by addressing the argument you plan to make. Share the importance of the issue and transition to the next paragraph.
Body	Support and back up your arguments that you teased in the opener. Use a mix of emotion and facts.
Qualifier	Acknowledge any opposing views that you could anticipate and respond to them.
Closing	Conclude with a call to action. Offer a message that directs readers to rethink their previous assumptions or to act in a particular way based on the argument you've presented. Encourage readers to become advocates and part of the solution in their community.

For more help on crafting an op-ed, check out this article from Harvard University:

https://projects.iq.harvard.edu/files/hks-communications-program/files/new_seglin_how_to_write_an_oped_1_25_17_7.pdf