

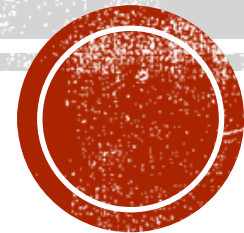
OP-EDS

*SHARING YOUR OPINION & EXPERTISE ONLINE & IN
PRINT*

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Media Relations Office

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ABOUT MEDIA RELATIONS

- We are the university's representative to local, regional, national and international media organizations.
- We work across the university with our communications partners — and our colleagues at the Cornell Chronicle — to share research, expertise and ideas with print, broadcast and digital media.
- We are a bridge between the news media (editors, reporters and producers) and faculty experts.



WHAT IS AN OP-ED?

- An Op-Ed is one of 3 basic columns that appear on the opinion pages of most newspapers and online media:
- **Editorials** – Editorials are written by staff and state the official opinion of that media outlet.
- **Letters to editor** – The letters section is set aside for readers to state brief opinions, or react to news articles, editorials or other opinion columns that already have been published. Letters are short, usually 100 to 150 words.
- **Op-Eds** – Op-Eds are opinion columns that introduce new perspectives and viewpoints to a topic that editors feel are important to their readers. They're also longer, usually 600 to 750 words – sometimes more. Most op-eds on a particular page are written by that publication's in-house or syndicated columnists, and a handful are submissions by unaffiliated writers (such as you). They are **a writer's opportunity to make a point, introduce a new idea — express an interesting opinion.**



WHY WRITE?



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WHAT DO EDITORS LOOK FOR?

- With the right ingredients, an op-ed can stand out.



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A CLEAR, FOCUSED ARGUMENT

- Effective op-eds succinctly present the crux of an argument in 2-4 sentences early in the piece. You can think of it as a thesis statement. Some editors refer to it by the journalistic term: “nut graf.”
- A “nut graf” clearly demonstrates what is new, counterintuitive, interesting or different about your argument or idea. It gives readers a clear sense of what they’re getting by reading your piece. Everything that follows should serve to bolster your thesis.



The best way to respond to our history of racism? A Truth and Reconciliation Commission.

Olúfẹmi Táíwò is professor and chair of the Africana Studies and Research Center at Cornell University.

The killings of George Floyd, Ahmaud Arbery, Breonna Taylor and Rayshard Brooks are the latest in a continuing pattern of violence inflicted by state agents and citizens, mostly white, against Americans of African descent. Their deaths have stoked strong denunciations and calls for justice and change, to do something, anything, to put an end to such incidents.

But to date, there has been very little interest in real change from the highest levels of political leadership. Through executive order, the president has issued modest police reforms, and congressional legislation has already stalled. **To create lasting change in the United States, we must do more than reform the police. We must reconcile with our history — with race and with racism. And to do that, there is no better model to guide us than South Africa's.**



America is shutting its doors to some of the world's best young minds

By Martha Pollack

🕒 Updated 12:18 PM ET, Fri March 8, 2019

(CNN) — When I became president of Cornell University, I inherited leadership of one of the great institutions of American higher education.

Cornell was founded [on a principle](#) both simple and revolutionary: We are "an institution where any person can find instruction in any study." Not every person -- an impossibility on any campus bound by finite resources -- but any person, no matter their race, gender, religion, or nationality.

That idea, articulated so clearly over a century and a half ago, mirrors in its ambition the early philosophy of our nation: When the door is open to all, we all thrive.

As the national debate over immigration swirls on, we are at risk of losing sight of that foundational ideal. On America's campuses, a tightening net of government regulations is increasingly excluding some of the young minds our country needs most -- a trend that endangers our ability as a nation to innovate and compete.





Biden must pay farmers to store more carbon

BY BENJAMIN HOULTON, OPINION CONTRIBUTOR — 05/15/21 09:30 AM EDT

THE VIEWS EXPRESSED BY CONTRIBUTORS ARE THEIR OWN AND NOT THE VIEW OF THE HILL

In his first 100 days in office, President Biden has advanced a tectonic shift in American climate policy. He has ushered in an ambitious American Jobs Plan meant to spark the creation of renewable energy jobs and bolster a green American infrastructure, and he has pledged to halve U.S. emissions by 2030. But beyond wind turbines and electric vehicle charging stations, the Biden administration is eyeing a new frontier for a sector that is critical to curbing dangerous levels of carbon emissions: agriculture.



HEADLINES CAN HELP

- Establishing a clear, succinct and accessible headline can help give an op-ed direction and focus.
- Avoid broad academic titles that leave the reader wondering what your message is.

Example:

Avoid: Reforming presidential elections for fairness, equity and inclusion

Try this: It's time to throw out the Electoral College. Here's why.



Examples...

Why vaccinating kids for covid-19 makes sense — just like it did for polio

What would have happened if disinformation on vaccines had been around in the 1950s?

By Ashish K. Jha



Yes, the U.S. government should settle with families separated by Trump-era policies

These are not voluntary payments. Settling is both in U.S. interests and the right thing to do.

By Joyce White Vance



Cruelty toward wolves is erasing conservation efforts. It's time to reinstate their protections.

Anti-wolf fervor is becoming an epidemic.

By Daniel M. Ashe





Derek Thompson

@DKThomp



I'm a New York Times Reader. And I've Noticed Something.



11:20 AM · Oct 11, 2021 · Twitter Web App

1,295 Retweets 153 Quote Tweets 14.2K Likes



NEWS PEG

- Editors are always seeking content on the news of the week, day, even hour. Having a timely news peg can be one tool to grab an editor's attention.

FORTUNE

COMMENTARY • TARIFFS AND TRADE

Is a choked up Suez Canal just a taste of the future?

BY MIKE HOFFMANN

April 2, 2021 9:00 AM EDT

The impact that a single ship, albeit one of the world's largest, had on the global trade system is difficult to grasp. How could the *Ever Given* choke the Suez Canal, and how could we be so unprepared for it?



Could alien astronomers have spotted Earth?

Opinion by Lisa Kaltenegger

🕒 Updated 1:58 PM ET, Wed June 23, 2021

(CNN) — The news that we'll soon have an [unclassified report sent to Congress](#) on "unidentified aerial phenomena" -- commonly known as "UFOs" -- has sparked widespread interest in the search for life in the universe. Might there be civilizations out there? Could there be technologically advanced extraterrestrials? If so, how can we find them?



Lisa Kaltenegger

As an astronomer specializing in exoplanets (planets around other suns than ours), this is the question I spend my days exploring at the Carl Sagan Institute at Cornell. Where might there be life beyond Earth? And what signs should we be looking for that would help us find it?

We have already found [thousands of exoplanets](#) in our search for life in the cosmos, most of them using the "transit method" -- seeing the way a star's light [dims slightly](#) as a planet crosses through our line of sight. Determining which of those thousands of exoplanets host life is one of the most significant scientific adventures of all time.



A Supreme Court Case Poses a Threat to L.G.B.T.Q. Foster Kids

June 5, 2021

By Stephen Vider and David S. Byers

Dr. Vider is an assistant professor of history and director of the Public History Initiative at Cornell University, and the author of the forthcoming “The Queerness of Home: Gender, Sexuality, and the Politics of Domesticity After World War II.” Dr. Byers is an assistant professor of social work at Bryn Mawr College’s Graduate School of Social Work and Social Research, and a postdoctoral associate at the Bronfenbrenner Center for Translational Research at Cornell University.

The Supreme Court is expected to rule this month on a case that could upend, in the name of religious freedom, 50 years of progress in the effort to provide better support for L.G.B.T.Q. children in the foster system. Such a decision would be a devastating setback for all children in foster care and set a dangerous precedent that could have broad repercussions.



UNIQUE ANGLE

- Don't be afraid to raise eyebrows, then back your argument. Editors like counterintuitive.

The Washington Post
Democracy Dies in Darkness

Opinions

Google's censored search engine could actually help Chinese citizens

By **Thomas Jungbauer**

August 16, 2018

Thomas Jungbauer is an assistant professor of strategy and business economics at the Samuel Curtis Johnson Graduate School of Management at Cornell University and author of the blog [A Stable Match](#).

Since news broke this month that Google is [developing a censored search engine](#) for the Chinese market, the company and its chief executive, Sundar Pichai, have taken heat. Critics argue that in complying with China's "Great Firewall," the technology giant would legitimize the country's censorship regime while ignoring the ruling Communist Party's systematic human rights violations.

No doubt, these concerns are valid. But there is another possible result from Google's return to Chinese cyberspace: disrupting the country's firm control over the Internet.



Opinion

How Starfish, Snails and Salmon Fight Pandemics

They are resilient and immunologically cunning in ways we're continuing to discover.

By C. Drew Harvell

Dr. Harvell is the author of "Ocean Outbreak: Confronting the Rising Tide of Marine Disease."

April 17, 2020



FRIDAY HARBOR, Wash. — Six years ago, I began investigating starfish dying by the millions off the West Coast of the United States from a [mysterious wasting disease](#). The deaths continue; more than 20 species of starfish have been hit. These predators are important to the health of kelp forests, and their demise has thinned or destroyed these places and their bountiful biodiversity. A virus is believed to be the cause.





**KNOW YOUR
TARGET OUTLET**

- Opinion pages foster ongoing conversations. Some op-eds appeal to editors because they challenge, or advance, prior arguments already published.

Don't let them tell you inflation is good for the poor. It's not

BY GUSTAVO FLORES-MACIAS

November 16, 2021 6:16 AM EST

In October, U.S. inflation reached 6.2%—a 30-year high. Unless the Federal Reserve and the Biden administration change their current approach, the consequences of these inflation levels are likely to be most severe for the most disadvantaged sectors of society—the poor, women, and underrepresented minorities.



FORTUNE

Authorities were rightly worried about a major economic contraction due to the pandemic, which is why the Fed and the government adopted monetary policies and fiscal policies aimed at stimulating the U.S. economy. The worry until recently was not that prices would rise, but that they would fall too much, as with Japan's deflation. Free falling prices are a concern because they lead to lower spending as consumers wait for better prices in the future.

Out of this inertia and worried about interrupting economic recovery prematurely, the Fed has dismissed concerns about rising inflation, pointing instead to its transitory nature. This is in line with a chorus of opinions exalting the benefits of inflation. As a former managing director of Blackrock put it, "many Americans, particularly the less wealthy, actually stand to *benefit* from higher levels of inflation." The intuition is that wages have risen steadily during the pandemic and inflation erodes the value of household debt, improving the purchasing power of salaried workers and reducing their debt burden.



PERSONAL NARRATIVES

- Personal, emotionally driven op-eds can make compelling, impactful pieces, especially when academic research and expertise are pulled in to back them up.

timesunion

Death on whose terms?

By Steve Osofsky Updated 11:38 am EDT, Monday, April 29, 2019

My father just died after a month in hospice care, ostensibly from liver cancer but more directly from gradual starvation and dehydration. His last week appeared to be quite unpleasant, despite the morphine. It was clear he maintained his mental faculties as his body failed, almost until the end. And perhaps that is the curse of end-of-life care, at least in states like New York,

where more direct efforts (known as medical aid in dying) to assist terminally ill patients who sincerely wish to die are illegal.



**DO YOU WANT TO
WRITE AN OP-ED
BASED ON NEW
RESEARCH?**

- **That's great! Now think about your argument.**



The New York Times

OPINION

We Should Never Have to Vote in Person Again

Our new paper shows vote-by-mail dramatically boosted Colorado's turnout. It could change this fall's election and every election after.

May 4, 2020

By Charlotte Hill, Jacob Grumbach, Adam Bonica and Hakeem Jefferson

The authors are political science researchers.



IDEAS

The Atlantic

Employers Have Been Offering the Wrong Office Amenities

Workplaces need fresh air, not foosball tables and coffee bars.

By Joseph Allen

***About the author:** Joseph Allen is an associate professor at the Harvard T. H. Chan School of Public Health and the director of its university's Healthy Buildings program. He is a co-author of the book Healthy Buildings: How Indoor Spaces Drive Performance and Productivity.*



THINK ABOUT AUDIENCE

- Are you trying to reach a national audience? A state-wide audience? A regional audience? A targeted audience of environmentalists, academics, scientists, or higher ed professionals?

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Do Good. Do It Well.™



THE CONVERSATION
Academic rigor, journalistic flair



And more...



#Views #Opinion

Research Universities and the Innovation Economy

America's dominance is currently at risk, and a new model is needed now more than ever, argue Michael I. Kotlikoff, Emmanuel P. Giannelis and Glenn C. Altschuler.

By [Michael I. Kotlikoff](#), [Emmanuel P. Giannelis](#) and [Glenn C. Altschuler](#)
// April 27, 2021

More than a century after Thomas Newcomen, a miner, and John Calley, his plumber assistant, invented the first useful steam engine, the French scientist Sadi Carnot developed the theory of thermodynamics to explain it. And in 1903, the bicycle makers Orville and Wilbur Wright made the first powered flight, but the underlying mathematics of aerodynamic theory were explained by a university scientist -- Ludwig Prandtl at Hannover University -- almost two decades later.

These examples from *The Code Breaker*, by Walter Isaacson, convey an important lesson about the relationship between application and theory that is relevant for future technological innovation -- and for research in universities in the United States.



SIBERIAN ART/ISTOCK/GETTY
IMAGES PLUS



Opinion: The UN still needs a better business plan

By *Christopher Marquis* // 15 January 2021



How can the U.N. improve its business engagement to achieve the goals in the Paris Agreement and the SDGs? Photo by: Jean-Marc Ferre / U.N. / CC BY-NC-ND

The tail end of 2020 marked an array of significant milestones for the [United Nations](#). Just last month the U.N. observed five years since taking historic action in negotiating the Paris climate accord. That anniversary came on the heels of a series of other milestones for the world's most powerful intergovernmental organization: 75 years since its founding and 10 years until its self-imposed deadline for its Sustainable Development Goals, 17 societal and environmental challenges the global body has set for the world.



WORKING WITH US

- Media Relations can advise on op-ed ideas, drafts, headlines, nut grafs, or pitches.
- When op-eds show high media potential, Media Relations can pitch op-eds for faculty.
- In the event that Media Relations pitches a faculty op-ed, a four-step process is used: Media Relations staff will pitch an op-ed up to three times. If an op-ed is not accepted for publication in the media after three pitches, the op-ed can be posted on the University Medium site where it can be shared and promoted through social media.



THANK YOU!

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