

Turning Research into Op Eds

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Agenda

- Introductions
- Overview
- Turning Scholarship into Op Eds
- Importance of Narrative
- Importance of Timing
- Some Thoughts on Genre/Formate/Style

Introductions

Name & Department
Research interests

What is an op ed and why are they useful?

“Opposite the editorial”

- Agenda setting
- Broad audience
- Channel to policymakers



**Newspaper
readers**



Policymakers

Turning Scholarship into an Op Ed

The Importance of Timing

Consider the landscape

The Importance of Narrative

Thoughts on Genre/Format/Style

Op Ed Style

- Narrow as much as possible to 1 idea.
 - “We should Act, because Evidence.”
- ~800 words: Really short!
- Short sentences.
- **You don't write the headline.**
 - *So every sentence must point in the same direction.*

Op Ed Style - Basic Types

- Policy Implications of Research
 - Classic
 - But requires hook
- New Evidence
 - Requires genuine novelty - element of surprise!
- Event Proves Me Right
 - Requires pivot to policy

Op Ed Style - Pitfalls

- Acknowledge uncertainty
 - But no p-values
- Metaphors can be very helpful - but be careful!
- Assuming familiarity with subject matter
- Swinging for the fences

Questions?

Thank You

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