OP-EDS

SHARING YOUR OPINION & EXPERTISE ONLINE & IN PRINT

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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?

- One of 3 basic columns that appear on the opinion pages of most newspapers and online media:
  - Editorials
  - Letters to editor
  - 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 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?
SIMPLIFIED OP-ED STRUCTURE

- What’s wrong: Your thesis
- What’s happening: Back up your thesis (supporting evidence)
- What’s next: Solutions! (or call to action)
OP-EDS OFTEN FALL INTO 1 OF 3 BUCKETS

<table>
<thead>
<tr>
<th>Thesis:</th>
<th>Problem-led</th>
<th>Solution-led</th>
<th>New way of thinking</th>
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<tbody>
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<td></td>
<td>Highlights a problem not getting enough attention</td>
<td>Highlights a little explored or counterintuitive solution to a problem widely discussed</td>
<td>Proposes a new way of thinking about a timely topic</td>
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<td>Supporting evidence:</td>
<td>Backs up why it's a problem and matters now</td>
<td>Explains why this solution can work, anticipates and responds to criticisms of the argument</td>
<td>Explains how alternative views are misguided</td>
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<td>What's next:</td>
<td>Proposes solutions — a way forward</td>
<td>Proposes next steps — call to action</td>
<td>Conveys why this matters and what's next</td>
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Biden’s ‘worker-centered’ trade policy fails U.S. workers

As many of us were ringing in the new year, the Biden administration announced an important step in enforcing labor rights around the globe: It was withdrawing trade benefits to Ethiopia and Mali under the African Growth and Opportunity (AGOA) trade preference program due to the government’s gross violations of human and worker rights.

This announcement falls on the heels of a busy enforcement year for the administration. In 2020, the Office of the United States Trade Representative (USTR), where I served as director for labor affairs from 2016-2020, initiated two enforcement actions against Mexican firms under the United States-Mexico-Canada Trade Agreement (USMCA). Those actions, like the AGOA announcement, center on enforcing the fundamental labor rights of foreign workers to do things like form and join unions without unlawful interference.

These enforcement actions are positive advancements for workers in the developing countries with which we trade. They are not positive advancements for workers in the U.S., whose rights continued to be stymied by domestic laws and practices.
‘SOLUTION-LED’ EXAMPLE:
Bloomberg

Why the U.S. Needs a National Zoning Atlas

Zoning is arguably the most important power of local government. Here’s how to make these arcane codes more easily understandable — and use that information to change your city.

Single-family zoning currently dominates the U.S. landscape. Photographer: Elijah Nouvelage/Bloomberg

Sara Bronin
February 2, 2022 at 8:00 AM EST
Opinion: Putin knows that controlling history is the key to total power

Opinion by Cristina Florea
Updated 2:46 PM EDT, Mon April 4, 2022

Editor's Note: Cristina Florea is an assistant professor of history at Cornell University whose research, writing and teaching focus on Central and Eastern Europe. The views expressed here are her own. Read more opinion on CNN.

(CNN) — Like previous wars, Russia’s assault on Ukraine is an attack not only on the living but also on the dead, whose traces in the historical record risk being completely erased if evidence of the past — including iconic physical structures, archives and documents are destroyed — whether intentionally or accidentally.

The toll being taken in Ukraine in lost lives and destroyed worlds is unimaginable. The idea that these same people may be losing irreplaceable parts of their history only compounds this unfathomable tragedy.
“History, we have been told repeatedly over the past few weeks, will judge Putin harshly for his actions in Ukraine. Those who take comfort in these words, I fear, mistake history for a divine arbiter that is otherwise painfully absent. History alone does not judge, punish, or pardon – not if records of the past are left to perish. Without them, alternative ways of living and ruling will become difficult to imagine and the present will appear like an inevitable culmination of the past.”

- Cristina Florea writing in CNN
WHAT ELSE DO EDITORS LOOK FOR?

• Succinct, conversational headline & clearly defined thesis
• Counterintuitive/unique angle
• Research (as supporting evidence)
• News peg
• Personal narrative (if appropriate)

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Media Relations can advise on op-ed ideas, drafts, headlines, thesis development, 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.

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THANK YOU!

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