

6 Rather Cynical Thoughts on Producing and Placing Op-Eds

1.Re-use existing content (with permission, of course).

Take from:

❖ Reports

❖ Press Releases

❖ Evaluations

❖ White paper

—❖ Executive Summaries

❖ Website content

2. It can be formulaic.

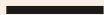
Lede — Filler — Recommendations

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3. The media is desperate for free, quality content.

Particularly if the work is already done for them:

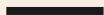
- ❖ Legitimate source
- ❖ Desired word count
- ❖ Not too picky about edits or headlines



4. It's easier than you think to customize.

All you need are:

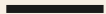
- ❖ Template op-ed
- ❖ Breakdown by region of key stat
- ❖ 1-2 sentences



5. Give away a co-authorship.

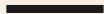
Little to lose and this to gain:

- ❖ Good will from partner
- ❖ Easier placement
- ❖ More promotion



6. Consider contracting it out.

- ❖ Writers are cheap
- ❖ Op-eds aren't conceptually difficult
- ❖ It's an easy win



A question:

Is it worth trying to sweeten the offer with multimedia content — good photography, infographics, illustrations, video, etc.?

Another question:

Am I bad person?
