





# Impactful OpEd Writing

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# Getting Started

- 1  Have **passion** for your topic
- 2  Be **timely** (your lede)
- 3  Why are you an **expert**?
- 4  **Preview:** Where are we heading?

# Fleshing it out

5



Develop argument, **laser focus**

6



Use Short. **Clear.** Sentences.

7




Present **counter-argument**

# Wrapping it up

8  **Refer back** to your story

9  **Call to action**

10  **Slay** your last sentence

## Take Home Message:

If YOU don't set the agenda, the interviewer will have to. (Whether or not they have the knowledge or expertise to do so.) Every news story needs a focal point.

# Today we'll discuss...

- Tips to **land** an interview
- How to **prepare** for an interview
- How to **conduct** an interview



## Tip:

If YOU don't set the agenda, the journalist will have to.. Preparation is the key to media interviews that makes a real impact!



# 1. Landing an interview

- Media outlets need content
- Viewers/readers crave healthcare and medical information
- Let media outlets know you are available (email & phone call)
- Clearly articulate your areas of expertise
- Provide a "hook" (Why is NOW the best time?)



## 2. Preparing for an interview:

- Do NOT assume knowledge on the reporter's part
- Know who the audience is
- Decide on the key message(s) you want them to know
- Prepare talking points
- Optional: Have a few "soundbites" or memorable quotes ready



# Inappropriate

- "What questions are you going to ask me?"
- "I'm assuming you know what X is."

# Appropriate

- "Did you want me to tell you about X?"
- "I feel like the most important thing to get across to your audience is X."
- "Would it be helpful if I gave you a little background on X?"



## Tip

Reporters are people, too, and most have an ego. Treat them with respect and they will be more likely to return the favor - and come back to you again!

# Summarize...again

- "The bottom line is...."
- "I think the take-home message is..."
- "What I want folks to remember is..."
- "The thing that stands out to me in this is..."
- "The most important thing is..."
- "I think what it really comes down to is...."
- "The key thing to keep in mind is..."



## Tip

Starting your answers with phrases like these makes them more likely to be quoted directly!