Impactful OpEd Writing

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Center for Violence Prevention



Getting Started

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



Fleshing it out

6 Use Short. Clear. Sentences.

7 1 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





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:

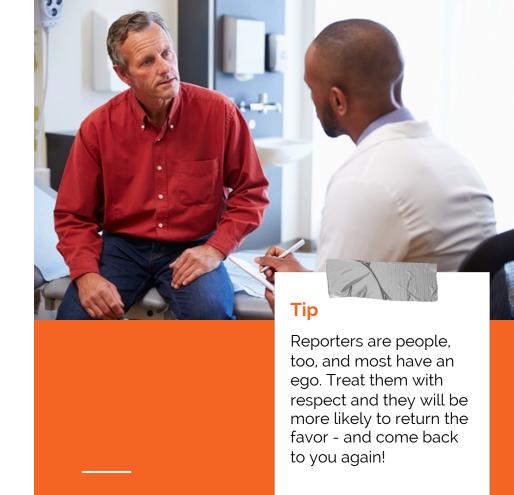
- → Do NOT assume knowledge on the reporter's part
- → Know who the audience is
- → Decide on the key message(s) you want them to know
- → Prepare talking points
- → Optional: Have a few "soundbites" or memorable quotes ready

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?"



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..."

