Dorothy Novick MD
DFA Grand Rounds
July 2021

Impactful OpEd Writing
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

5️⃣ Develop argument, laser focus


7️⃣ 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!