



US Campaign to End the Israeli Occupation

"We aim to change those US policies that both sustain Israel's 42-year occupation of the Palestinian West Bank, Gaza, and East Jerusalem, and deny equal rights for all."

How-To Write an Op-Ed

Getting an op-ed published allows you to educate the public when newspapers are failing to cover our issues accurately or at all. Op-eds are longer than letters to the editor, and there is more competition for space. Use the following guidelines and our talking points when writing your own op-ed.

Try to write on a controversial issue being covered at that time. If you can use a professional title that suggests authority, then do so. If you work for an organization, get permission to sign the op-ed as a representative of that organization.

Op-eds are usually **600-800 words**, but you should check each paper's requirements before submitting.

Feel free to send it to papers far from where you live, but **avoid sending it to two newspapers in the same "market."** (Sending to the San Francisco Examiner and the Seattle Times is OK, but not to the Examiner and the San Francisco Chronicle.) "National" newspapers like the New York Times, or Christian Science Monitor generally do not accept op-eds that are also being offered to other papers. But you can easily submit the same piece to five or ten local dailies in different regions, greatly increasing your chances of being published. Assure the op-ed editor in your cover letter that the piece has not been submitted to any other paper in their market. If, on the other hand, you sent it to only one paper, let that paper know you are offering them an exclusive.

If you are submitting an op-ed to your local paper, try to **include the name of your Member of Congress.** Congressional offices keep track of all mentions of their Member of Congress in the local media. Use your op-ed as an opportunity to call on your representative to end military aid to Israel, oppose settlement expansion, or end the blockade of Gaza.

In writing op-eds, **avoid excessive rhetoric.** State the subject under controversy clearly. You are trying to persuade a middle-of-the-road readership. If you rely on facts not commonly found in mainstream media, cite your sources, hopefully as "respectable" as possible.

Try to think of a catchy title. If you don't, the paper will be more likely to run its own—which may not emphasize your central message. (Even if you do write your own headline, don't be surprised if it appears under a different one.)

Be prepared to shorten and **re-submit your article** as a letter to the editor in case it does not get accepted as an op-ed.

Please send a copy of your op-eds (published & unpublished) to the US Campaign so we can track our coverage. Email them to media@endtheoccupation.org.

The information in this fact sheet was adapted from FAIR- The Center for Fairness and Accuracy In Reporting.

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