



Write to Change the World

workshop
notes

The **OpEd** Project



The story we tell becomes
the world we live in.

2008

12% of op-ed bylines were by women (based on byline)

2023

33% of op-ed bylines were by women

What is an expert?

The go-to person on a topic in a given group and potentially far beyond. Experts need credentials and credibility, both of which come in all shapes and sizes.

- **Quantify:** Use numbers if impressive; if not, focus on quality over quantity.
- **Shiny baubles:** What could I accomplish if I shared this? Always consider how sharing a credential will make us look *and* how it will make others feel.
- **Evidence vs. passion:** Know the difference.
- **30 seconds:** Grab the person's attention, get them to say, "tell me more."





What makes an idea powerful?

- Evidence-based
- Public value
- Personally meaningful
- Expertise
- Timely

In other words, it's an **evidence-based** argument that is **timely**, and of **public value**, made by an **expert**.



How do we change minds?

People don't change their minds because of a good argument. Instead, we have to reframe the discussion.

1. **Lede:** Grab people's attention. Use something counterintuitive, impressive, shocking, etc.
2. **News hook:** Why do we need to discuss this right now?
3. **Evidence:** What we use to back up/support our arguments.
4. **To be sure:** The counterargument and/or pointing out flaws or weakness in main argument.
5. **Conclusion:** Every good op-ed ends with a call to action.



A photograph of a desk lamp with a brass-colored finish. The lamp is positioned on the left side of the frame, casting a warm, yellowish light onto a light-colored wall. The light creates a soft, circular glow around the text. The lamp's base is a simple, rounded rectangular shape. The wall is a neutral, off-white color. The overall mood is warm and appreciative.

Thank you!