



Developmental Disabilities Awareness Month Toolkit

CONTACTING THE MEDIA

Submit an Op-Ed to your local Newspaper

Written opinion editorials, also known as op-ed pieces, are located on or near the editorial page of the newspaper. Op-eds give companies, organizations, and people in the community a chance to present their views to the readership of a newspaper. Op-eds should advocate a point, provide adequate research to support the point, and suggest a call to action. Op-eds should be informative, persuasive, and compelling.

Different news outlets have specific guidelines on how to submit op-eds; the best place to find instructions is on the newspaper's website. Submit your Op-Ed to "Guest" or "My View" columns in your local paper.

Newspaper editors select pieces for publication based on interest to readers, originality of thought, timeliness, freshness of viewpoint, strength of the argument, and the writer's expertise on the issue.

Tips for Writing a Strong Op-Ed:

- Pieces should be about 600-900 words.
- The subject of the piece should be timely and newsworthy.
- Pieces should express a single, clear point of view and be supported by facts and statistics.
- Writing should be powerful and appeal to a general audience.
- Pieces should leave a lasting impression and with a clear call to action.

A sample Op-Ed piece can be found [here](#).

Submit a Letter to the Editor

Letters to the editor are a good way to present ideas, promote a campaign or respond to a previously published article. Letters to the Editor can take a position for or against an issue, or simply inform.

Tips for Writing a Strong Letter to the Editor:

- Letters should be short, under 300 words in length.
- Your most important points should be stated in the first paragraph.
- Letters should be relevant and refer to a hot topic, a recent event in your community, or to a recent article.
- Letters should begin with “To the Editor” and should include your name, title, and contact information.

To submit a letter, call your local daily or weekly newspaper or check online for letter submission information. Be sure to read through the submission guidelines before sending.

A sample Letter to the Editor can be found [here](#).