



Embracing
Intersectionality
for Health Equity
& Justice

OPINION ARTICLE GUIDE

Why publish an opinion article?

An opinion article (op-ed) is both a communication and advocacy tool. With publishing an op-ed on a public platform, you can reach a large audience, influence relevant discussions and profile Wemos as an expert authority on the subject in question to various stakeholders (policymakers, funders, journalists, the general audience, etc.)

Step by step

Step 1: seize the momentum

Is there a newsworthy event or development related to your advocacy goal? Then use this moment to write an op-ed to draw attention to and convince people of your position.

Step 2: choose your platform

- » Consider who the target audience of your message is and through which platform you can best reach this audience.
- » Check the guidelines of your chosen platform for submitting an op-ed.
- » Think about a second and third platform option, in case the op-ed is rejected by your first preferred platform.
- » See the overview of possible platforms below.

Step 3: write

- » Determine the key message of your op-ed: which actor(s) should do what?
- » Substantiate your key message with arguments, illuminating examples and concrete action perspectives.
- » Start your op-ed with a strong, short paragraph (2-4 sentences) containing the the current development/news that relates to your key message/call-to-action for the article and your key message.
- » You can come up with a strong, actionable title for the op-ed yourself, but be aware that most platforms create a title themselves (that suits their format).

Step 4: determine the author(s)

- » Please note: op-eds cannot be signed by organizations, but by people (from organizations).
- » An op-ed from Wemos is signed by either the director or by the global health advocate(s) involved – even if it is written by a communication advisor.
- » For strategic reasons or, for example, to increase the chance of publication, you may choose to find one or more co-authors (from other organizations) for the op-ed.
- » It is better not to have too many authors (maximum three), to prevent Wemos from becoming less visible.

Step 5: pitch and submit

- » Each platform has a different procedure, so check the submission guidelines first.
- » Some platforms prefer to receive a pitch first, without a completed article. Most platforms allow you to immediately submit a completed article, but even in that case it is important that you pitch the article well in your email to the platform.
- » Briefly explain in your pitch what the op-ed is about, its current importance and why you are the right person to write it.
- » If you have a contact person at the platform, you can also call first to ask if they might be interested in your op-ed.
- » Do not submit it to multiple platforms at the same time.

Step 6: cross your fingers

- » Wait for a response.
- » In case of publication: platforms are free to make textual adjustments (that do not harm the content) to fit their format. They should show you the modified version before publication – but due to time pressure this is not always possible.
- » If you receive a rejection, you can submit the op-ed to another platform.
- » If you have not received a response within the specified response period, you can choose to send a reminder or send it to another platform.

Please note:

- » Always involve a communication advisor in writing an op-ed and choosing the right platform.
- » Make sure that the op-ed has been approved by at least one person from management before submitting it.