

Op-ed guidelines for the Worcester Business Journal

An op-ed is an opportunity for you and your business to get exposure in the Worcester Business Journal and at WBJournal.com. We accept op-eds in our publication because we want to be the place where business people turn for thought-leadership on issues affecting businesses.

We ask all op-ed contributors to take the following guidelines into consideration as they craft their op-eds.

1. Mind the word count

An op-ed should be 600 to 800 words.

2. Exclusivity

We only accept op-eds that are unique to our publication. If you plan on sending your op-ed to other publications, please let us know.

3. Have an opinion and state it clearly

An op-ed must be focused on an opinion. It cannot be an article promoting your business, but it should promote your point of view on a particular topic. If you don't feel strongly about an issue, then you shouldn't be writing an op-ed.

4. Make it personal

This is your opinion. Don't be afraid to use the first person and to share your own experiences with the reader in order to make your point.

5. Back up your opinion

Find data and anecdotes to support your case and include that in your op-ed.

6. Offer a recommendation

Once you've identified the problem, provide a clear, practical solution.

7. Keep it simple

Don't use flowery language. Use simple words and active verbs. Avoid clichés and jargon.

8. Contact information

Include your name, title, company, company location and e-mail address at the bottom of your op-ed.

9. Send a photo

We require a head shot of the author to run with all op-eds.

10. Expect editing

The Worcester Business Journal will edit all submitted content prior to publication. That includes making changes to fix grammatical or spelling mistakes as well as to make it meet our internal style and usage rules.

There are also lots of great resources online with advice on writing op-eds. Here are a few links:

<http://www.aboutpublicrelations.net/ucmclaina.htm>

http://news.duke.edu/duke_community/oped.html

<http://ezinearticles.com/?How-to-Write-Your-Op-Ed-Piece&id=56570>

http://www.ehow.com/how_4452344_write-op-ed-column.html