



## Write an Op-Ed

*Members of Congress and their staff keep a close eye on local and regional media outlets because it helps them stay up-to-date with what's happening in their districts and states. You can use a well-crafted opinion-editorial ("op-ed") piece published in your local newspaper to grab the attention of a staff person or legislator and discuss why we need Congress to work with cities to rebuild and reimagine America's infrastructure.*

Op-eds are generally 750 words or less. While they do not need to be in response to a specific article in the paper, they should be timely and in connection to current events. You can increase your op-eds chances of publication by using the below tips:

- **Focus on a single point, and put it at the beginning of your op-ed.**
- **Establish your credibility as a local leader.**
- **Use plain language and your personal voice, rather than "academic" language or jargon.**
- **Make it personal - be sure to relate your op-ed to how you leverage federal funds to build your city, rather than dry facts or generalities.**
- **End strong, with a call to action for Congress to partner with cities and invest in our vision to rebuild and reimagine America's infrastructure.**

Please notify us at [advocacy@nlc.org](mailto:advocacy@nlc.org) when you have published an op-ed and tweet a link to the piece using the hashtag #RebuildWithUs to connect your posts to the ongoing conversation.