



Becoming a contributor to newspapers goes through the Opinion Section. This is the only way to get in. All the other sections are covered by someone who is on staff.

Pitching is a balance between story, trending news topics, and taking a different perspective on what's common.

What works for a large publication will not work at a newspaper. The stories are longer and more research-based.

To get published on USA Today, here is what they tell you: <https://static.usatoday.com/submitcolumn/>

You would send your pitch to theforum@usatoday.com

You would submit a full article that is 750 words or less.

With the pitch, we would suggest:

The first part of the pitch is the subject line:

The subject line doesn't matter as much because they at least look at everything.

The second part is the first paragraph:

Our goal here is to talk about how their content specifically impacts you. DON'T make it flimsy. You have to get deep with the specifics. It will show that you've done your research and editors like that. Reference something specific from the editor or publication.

The third part is the second paragraph:

The first part of the pitch should only be two to three paragraphs long. The second paragraph is where you talk about how you're an expert.

You show any social proof in the first person. Such as, “I’m an author, blogger, speaker, consultant...” Name drop as much as possible.

The fourth part is links to your writing samples:

You must link to somewhere other than your website for print editions. Make your links transparent, never hyper link.

The fifth part is your full original article.

End with your name.

The more you can take a counterintuitive approach in your opinion article, the better chance you’ll have of getting accepted.

What is an Op-Ed submission?

Anything can be an Op-Ed. Personal or explanatory essays, commentary on news events, reflections on cultural trends and more are all welcome. Anything well-written with a fact-based viewpoint we believe readers will find worthwhile.

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