



Mad Libs for Op-Ed Pitches



Dear _____(name)_____,

I recently saw your __(editorial, article)___about _____(phrase that captures the essence of the piece)_____.

It was very __(adjective)_____. I was really impressed by how you
__(verb)_____ the __(noun)_____.

It made me think you might be interested in this timely opinion piece because
__(state the hook)_____. In the piece, the author argues that __(summarize in one
phrase)_____.

It matters to __(news outlet)_____'s audience because _____(why?)_____.

The author is __(give their name and their title or expertise
briefly)_____. They have a fresh take on _____(topic)_____ because
__(what is new?)_____.

The piece is attached and below. We'd love to hear if you're interested by tomorrow.
Thanks for your time.

Sincerely,

____(your name)_____

____(your contact info)_____

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Hi John,

I recently saw your editorial about Tesla's reopening. I appreciated how hard-hitting it was around public health and the dangers of coronavirus denialism.

It made me think you might be interested in an opinion piece that places Elon Musk's extraordinarily risky action in the context of Silicon Valley's everyday culture of "move fast, break things" and get permission later.

The co-author Chris Benner is a Professor at UC Santa Cruz and his research has examined relationships between technological change, urban and regional development, and structures of economic opportunity. We just released an extensive survey of gig workers in San Francisco that also speaks to recent news around the Attorney General suing Uber & Lyft.

We'd love to hear if you're interested by tomorrow. Thanks for your time and your hard work.

Kung