



The Op-Ed Project: How to Write to Change the World. The Op-Ed pages of major newspapers are read by diplomats, businesspeople, scholars, and those in the highest levels of government. They can sway public opinion and change the world. Op-Eds also attract the attention of television producers, book agents, and policy makers. A single op-ed can make you part of a national debate. And it's the one section of the newspaper dedicated to outside contributors - including those without publishing experience. This seminar is designed to help you identify

the ideas and causes that you care about, and will show you how to write about them to make a difference. You'll learn how to generate winning ideas, how to craft a powerful argument, how to use news hooks, how to address or preempt your potential critics, how to pitch an idea, and how to frame an issue to make your point and persuade your readers. We will explore ways to write more broadly, to think bigger, and to make a bigger impact on the world. This seminar is not just about writing op-eds--it's about empowering you to find your voice and make a difference. Contact [Catherine Orenstein](#) for more information.

— Op-Ed Project Testimonials—

"Katie was a tough but superb teacher. I'm thankful that she didn't let me get away with mediocrity. After class one day, I mentioned to Katie that I had inadvertently worked for a company which was helping students cheat. She strongly encouraged me to write about it and helped me edit and submit my piece. A week later, "Writing Wrongs" was published on the front page of the Outlook section of the Washington Post. Along with the tremendous feedback I received, the piece opened many doors for me. I am thankful for Katie's guidance and support in what I hope will be a life-long career in journalism. " -- Bess Kargman, accepted by Columbia Journalism School after publishing her op-ed

"Orenstein's class was incredible, inspirational. She gets you to ask the important questions: What do you have to say? Who do you want to reach? And how can you express it to get published? She got her students fired up, and they got published. I am deeply impressed."— Stacy Sullivan, Senior Editor, Institute for War and Peace Reporting; war correspondent; author of "Be Not afraid for You have Sons in America"

"Katie Orenstein has a gift for writing, teaching, and teaching writing."—Dale Maharidge, Pulitzer-prize winning author; journalist; Professor, Columbia Journalism School

“Even for a published writer like myself, Katie’s workshop proved invaluable. During and after her workshop, I published op-eds in The Atlanta Journal-Constitution, The Boston Globe, and one in Bush’s hometown paper, The Lone Star Iconoclast.” —Richard Benjamin, PhD, DEMOS Fellow

“I don’t think there is anyone out there better at this than Katie.”—Susie Devenyi, board member, The Woodhull Institute for Ethical Leadership; founder of The Negotiation Company

“Katie showed me how to transform my writing from academic to “wow”. Working with her was key.”—Deborah Siegel, PhD, Director of Special Projects, National Council for Research on Women; author of “Sisterhood Interrupted”

“My op-ed [“Meet you at the Sandbox”, Washington Post, 4/30/2006] never would have been published if it wasn’t for you and what I learned in your class. I mean it. Thank you. As if that weren’t enough, in part as a result of that op-ed, I now teach a class called ‘Writing about Family’.”—Helaine Olen, journalist and writer

Katie is a very generous teacher who has the talent to spot and amplify the germ of a strong idea in even the most disorganized cluster of thoughts. I placed an op-ed in the Arizona Daily Star using the skills Katie taught me. I highly recommend this class.—Tom Zoellner, journalist and author of "The Heartless Stone: A Journey Through the World of Diamonds, Deceit and Desire."

“Mind opening!” – Reed Brody, Special Counsel, Human Rights Watch

“Catherine was able to create an atmosphere of clarity around my passion and expertise by employing certain activities and knowledge. I left the room wanting to write an op-ed and also believing that I could.”—Maureen Muhlena, Victim Services Coordinator, UHSC 210

“You need to add a new item to your list of what an op-ed can do for you—get a new job! I applied for a job at a major magazine to be editorial counsel and got it, in large part as a result of my New York Post op-ed, which the editor-in-chief said distinguished me from the rest of the other lawyers that were in the running. Taking your class was one of the best professional decisions I have made.”—K. Falkenberg, media lawyer

“Catherine Orenstein's training makes you see how powerful opinion writing is. She gave me the tools to publish my very first op-ed on the Huffington Post within weeks of the training.” –Suzanne Grossman, Woodhull Institute for Ethical Leadership

”I must inject an endorsement. I took an op-ed master course taught by Katie earlier this year. It's 12:47am and I'm too tired to offer the thoughtful praise she deserves, so I'll just say she's a whip-smart, articulate, engaging instructor. Time and money well spent.”—Scott Tillet, former student

“The class was wonderful. Katie is dynamic and truly committed to motivating her students from an emotional and not just intellectual POV which I think is crucial since so much of what goes into being a successful writer is gaining confidence and having the right attitude. She was focused on the end goal--getting published--and worked every angle to try and get us there!”—Daisy Okas, media consultant

”My training [with Katie Orenstein] at Woodhull taught me how to recognize my own expertise and then share my voice with others. I learned how to format an opinion piece, possible places to publish, and how to pitch an op-ed. These skills were all invaluable and helped me take my writing to the next level.” – Joie Jager-Hyman, PhD, author and op-ed writer (“Preserve integration in schools,” Metro (NYC)).

“Katie Orenstein’s op-ed class changed my life! Her instruction, guidance and support strengthened my writing skills immeasurably (and this was after I had obtained my master’s in journalism from New York University). Her toughness in pushing me to produce work beyond what I had ever thought myself capable was exceeded only by her ability to instill confidence.”—Carrie Ann Wharton, former student
