

Pitching and writing your op-ed

Brooke Masters
Opinion & Analysis Editor
Financial Times



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Getting the pitch right

- Why are you the right person?
- Why now?
- What are you going to say

Brooke,

The latest film about Mary Queen of Scots comes out next Friday (18th) and I've just come out of a screening. As my PhD is on Elizabeth, this seems like an ideal match.

Director Josie Rourke's screen debut pitches Mary and Elizabeth as twins with different fates, and eventually condemns Elizabeth as a traitor to the sisterhood for failing to help the only woman whose life experience matches her own.

In 21st century terms, this casts Elizabeth as the Sheryl Sandberg of her age - leaning in even when it means conforming to 'male' models of power and success. ('I have become more man than woman. The throne has made me so', so she admits to Mary.) Mary is an on-trend millennial: insisting she can have babies and still rule a kingdom, expecting sexual pleasure on her terms, and taken a LGBT confidante. That Mary's choices led to her complete failure as a monarch is blamed on the repressive men around her - and Elizabeth's unsisterly refusal to help - rather than her own lack of prudence. There's nothing feminist about the old binary tropes on display here: a childless harridan in clown make-up versus a fertile nymph every man wants to shag (who is therefore a Good Thing.)

But history should teach us better ways of talking about feminism. Elizabeth and Mary did face very similar choices: Elizabeth made better choices and survived. There's still a case for valuing women leaders, like Elizabeth, who know how to survive in the real world. Romanticising beautiful female failures is a mug's game.

I can do this in time for the weekend if you are interested

best,
Kate

Back and forth commissioning

On 20 February 201

Good Morning,

Attached for your consideration, please find an op ed regarding Women Rhodes Scholars, written by Dr. Ann Olivarius who was recently named as one of Nature's 10 most influential people of 2017. Ann has worked tirelessly for sexual parity, indeed, she was one of the original forces behind title IX.

Given that Oxford has just appointed its first Rhodes House Female Warden, Dr. Elizabeth Kris, and since International Women's Day is right around the corner, I do hope that you will find Ann's op-ed timely, and relevant for publication.

My very best,

Lindsey

From: FT Comment [mailto:comment@ft.com]

Sent: Tuesday, February 20, 2018 2:00 PM

To: Lindsey Evje; Brooke Masters; Jonathan Derbyshire; Miranda Green; Cordelia Jenkins

Subject: Re: Dr Ann Olivarius and Women Rhodes Scholars

Hi Lindsey

I really like the personal stories in this piece and Ms Olivarius is such a fascinating person.

However I think it would be much stronger if she changed the news peg to the announcement on Monday that the Rhodes is opening up to a wider range of applicants and gave readers more of a sense of who she has become since winning the scholarship. That would mean reducing the references to the new warden to a sentence or two but the broader point about diversity would still come through -- especially if she referenced the fight in 2015 about removing Rhodes' bust....

If you could do that and resubmit it at the close of US business on Wednesday (so that I have it in the UK morning on Thursday), we could look at using it this weekend. The total word length would need to be 750 words or so.

Here is the news story about the changes to the Rhodes <https://www.theguardian.com/education/2018/feb/19/rhodes-scholarships-opened-up-to-students-from-uk-and-rest-of-world> Here are stories about the bust fight <https://www.ft.com/content/dccf7860-240f-11e6-9d4d-c11776a5124d> <https://www.ft.com/content/aa1ea57c-c685-11e5-b3b1-7b2481276e45>

Cheers, Brooke Masters, Comment and Analysis Editor

The Tinder Problem

Time on page

1m 0s

Average Scroll Depth

15%



Get to the point

News stories

Opinion



- Eye catching opening
- Signal where you going
- Make an argument
- Strong finish

Grab attention at the top

While thousands of volunteers plan to spend this weekend distributing food to those hit hardest by Venezuela's humanitarian crisis, a lucky few in Caracas will be tucking into steak with butter sauce, asparagus and roast potatoes, topped with parmesan cheese, parsley and truffle oil.

Economics is having a #MeToo moment.

Signal where you are going

- ❑ What is this piece about?

But all this doesn't imply that there is no way forward; it means simply that when parliament takes the matter up again, it should scrap its "up or down" voting system, which is unable to cope with situations when there are three or more options.

- ❑ Why should I keep reading?

It is a historic moment: the kilo is the last remaining major unit to be based on a physical object. Friday's vote at the International Bureau of Weights and Measures in France will see the measurement, which seems so solid, benchmarked against a fundamental but intangible constant of nature.

Make a clear argument

Governments that once carried the banner for free trade are now retreating into protectionism. But this is precisely the wrong moment for economies to turn inward — particularly advanced ones.

Marshal your facts in support of that argument

While trade in goods has flattened, services and cross-border data flows have become the real connective tissue of the global economy. Some types of services trade — IT services, business services and intellectual property royalties — are growing **two or three times faster** than trade in goods. From design to marketing, services also account for 30 per cent of the value of exported goods. Collectively, advanced economies run a **trade surplus in services of \$480bn, twice as high as a decade ago**. They are well-positioned to capture future growth in areas such as entertainment streaming, cloud computing, remote healthcare and education.

Don't pull your punches

From Birmingham to Berlin, the first week of 2019 has offered all the warnings for politicians to prepare better for an election year with high political and digital stakes. We should not allow the manipulators of democracy to succeed, and certainly political parties and candidates should not become the tools of the campaigns of others.

The first week of 2019 has offered a warning for European politicians and public authorities to prepare better for an election year with high political and digital stakes. With better preparation it is not too late to increase resilience all over Europe. Let the latest German hack be the very last wake-up call.

Strong finish/reflect back

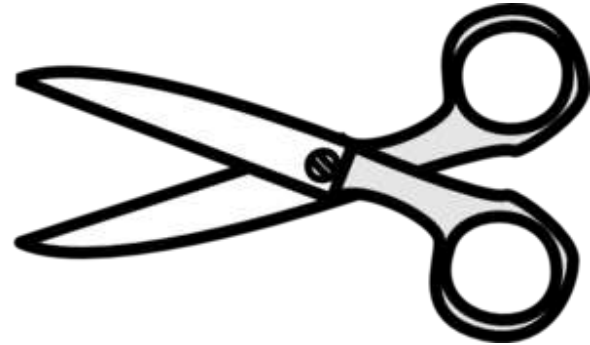
Back in 2010, Goldman Sachs faced a near existential threat. Sued by the US Securities and Exchange Commission over allegations it had misled clients about mortgage-backed securities, Goldman appeared in internal emails to personify the arrogant self-interest that had helped cause the global financial crisis. Its executives were lambasted by the US Senate and its rivals scented blood.

But then chief executive Lloyd Blankfein acted quickly to lance the boil. The bank paid \$550m to settle the allegations, he launched a top-to-bottom cultural review and **spent 18 months visiting clients** to reassure them that Goldman had got the message on ethics and was putting clients first.

This time, investors and clients should say that **another highly public listening tour won't cut it.**

The editing process

- ❑ Adding the necessary background
- ❑ Simplifying the language
- ❑ Trimming
- ❑ Fact checking



Lucy Watson

Forcing wealthy property owners to suffer such indignities as net curtains in the midst of a housing crisis isn't exactly justice, but it might be a small gesture towards it.

Earlier this week a judge ruled on the legal challenge against the Tate Modern by residents of the neighbouring Neo Bankside development, who claimed that visitors to the Tate's new Herzog and de Meuron-designed extension were spying on them. Or, more accurately, using their eyes in proximity to them.

Lucy Watson

Forcing wealthy property owners to cover their panoramic views with net curtains isn't exactly justice for younger people priced out of the housing market, but it feels like a small gesture towards it.

This week a British judge ruled against residents of London's luxury Neo Bankside development who claimed that visitors to the Tate Modern museum's new Herzog and de Meuron-designed extension were spying on them. Or, more accurately, using their eyes in proximity to them.

Simplifying the language

- Never use a long word where a short one will do
- Shorten sentences
 - Read out it aloud
- Active verbs
- Remove jargon
 - Minimise acronyms
 - Explain terms of art



Simplifying and shortening a paragraph

On the business side, the bold are already **preparing to dash, informed by standard forecasts**. Especially national oil companies have **announced sizeable investment plans**, either by bringing new petrochemical capacity into consuming countries, to secure long term customer loyalty, or by expanding petrochemical operations in their home economies, to capture a larger part of the value chain. **Stranded assets may lie ahead.**

If companies push ahead with investment based on standard forecasts to expand petrochemical operations, stranded assets may lie ahead.

Fact checking and proofreading

- Be prepared to provide online links to support factual assertions
- If the data is from a published report or study, provide a link and a page number within the link
- Check your millions, billions and trillions

This article has been amended to correct the role played by Brian Blessed. He voiced Grampy Rabbit not Grampy Pig

SETTING IT STRAIGHT

Typographical error

Due to a typing error, Saturday's story on local artist Jon Henninger mistakenly reported that Henninger's band mate Eric Lyday was on drugs. The story should have read that Lyday was on drums. The Sentinel regrets the error.