

Writing For The General Public From Idea to Publication in a News Outlet

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Step By Step

Potential Outlets

Writing A Pitch

The Conversation: Submission Process

Pitch for The Conversation

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Step By Step

- Identify a potential topic to write on
- Identify a potential outlet: *The Conversation*, *Inside Higher Ed*, *The Chronicle of Higher Ed* (more conservative), *Blavity*, *The Black Commentator*, local paper, university paper; look up requirements (e.g., typically between 700 and 1000 words; how to submit—most often in email)
- Draft the piece (see Gómez tips on beginning with a good lede/hook, writing style guide, etc.; Note: for citations, you use links to articles—just how is done under Potential Outlets section with no separate reference list); for Gómez, I write quickly in a spurt (~1-2 hrs), then clean
- From the drafted piece, write the pitch—pulling out key parts of the text
- The pitch is the “publish this!” email you will send to the editor, along with the full article in the body of the email and as an attachment
- What could happen after you submit: you hear nothing and they publish it w/o telling you; you hear nothing and they don't publish it; they respond that they won't publish it; they tell you they will publish it on X date; they tell you they are considering publishing it but need you to make revisions based on their comments (attached); they pay you (*Inside Higher Ed*)
- If you don't hear anything back w/in 1 week (or shorter if you're on a shorter deadline), email back from the original email you sent and say politely that by X date, you will assume they are not interested and will submit the piece elsewhere
- If no one will take the piece, self-publish! I've self-published a couple pieces, including one on JJ Freyd lawsuit, which no outlet would touch because it was concerning an ongoing legal case. I set up an account on google blogspot through gmail (←I could figure it out, which means it's possible through asking people to help you + googling how to's) and circulated the piece myself: [Open Essay: Gender Discrimination, Dr. Jennifer Freyd's Lawsuit, & University Recommendations](#); published in Dec 2018, the piece has been read over 1,500 times (←google blogspot gives you these stats)

Potential Outlets

- [The Conversation](#): wide readership, for academics to publish their research. Gómez has two pieces published ([The Unique Harm of Sexual Abuse in the Black Community](#) by Gómez, 2019 = over 634,000 readers; [Weinstein Trial Begs A Question: Why is Pain of Women & Minorities Often Ignored?](#) by DePrince & Gómez, 2020 = over 7,500 readers); rejected Gómez piece published in The Black Commentator (below: Black Women & MeToo: The Violence of Silencing)
- [Inside Higher Ed, Conditionally Accepted](#): great outlet for wide readership, from marginalized scholars/from marginalized perspectives (sample Gómez piece: [Minority Scholar Describes Challenges She Experienced on the Academic Job Market](#), 2018)
- [The Chronicle of Higher Ed](#): more conservative, old school readership; Gómez not published there, but here's a great article by Annmarie Caño, [The Credibility Gap in Academe](#), 2017)
- [Blavity](#): Black young adult audience re culture and challenging the status quo ([Russell Simmons, Rape And The Myth Of 'Toxic Femininity': What Black Men Can Do To Be Part Of The Solution](#), by Gómez & Gobin, 2020)
- [The Black Commentator](#): online magazine for economic justice, social justice, and peace as relevant to African Americans and members of the diaspora ([Black Women & MeToo: The Violence of Silencing](#), by Gómez, 2018)
- Local Paper: From Gómez in state of Oregon, *The Register-Guard*, [Live Up To Your Mission, UO](#), and *Eugene Weekly*, [The Aesthetics of Social Justice](#)
- University: From Gómez at University of Oregon, [The Hidden Harm of Mandated Reporting at the University](#)

Writing A Pitch (Gómez example from [Live Up To Your Mission, UO](#), pulled from the op-ed I submitted = I pulled direct language from the piece itself that stood out and copy/pasted w/in this text)

Dear RG Guest Viewpoint Editor, _____,

As a proud alum of UO (2017) who now lives out of state, I am often asked, "What's the matter with University of Oregon?" This question is in reference to the ongoing lawsuit of Freyd vs. University of Oregon regarding sex discrimination via wage disparity.

In this guest viewpoint, "What's the Matter with UO? Alum Ashamed of Gender Pay Inequity Case," I make clear that the court will decide the merits of the case.

Instead, my focus in this piece is on what this case is meaning for UO. Specifically, UO's stance that "equal pay for equal work" does not apply to professors has the potential to undermine equality for women and minority faculty at UO and across the nation for decades to come. In the meantime, I am witnessing UO's reputation being tarnished. I plead for UO to remember that its reputation as a top public university is on the line because gender equality matters at universities like UO. The world is watching.

Full text below and attached.

Thank you for your consideration.

Sincerely,

The Conversation: Submission Process

- Done through the system online through their website. They get back to you in ~1 week.
- If they want to move forward with your pitch, you do a phone call with the action editor. Here is what you should have prepared: why you're the person to write this AND the state of the research that you'll be speaking from (example from the Gómez submission for [The Unique Harm of Sexual Abuse in the Black Community](#): this is a cheat sheet Gómez used, but did not share w/the editor)

EXPERT	RESEARCH
Ford Fellowship (2x) from NAS, NAE, NAM	9 peer reviewed publications
NAS Kavli Fellow—elite group; premiere activity for junior scientists whose work has already begun to have impact and has received national recognition	Leading Trauma Journals: JIV, VAW, JAMT
Creator & Developed CBTT	Leading Culture Journals: AJO, Transcultural Psychiatry, Journal of Immigrant & Minority Health Leading Feminist Journal: Sex Roles (theoretical; in press)
Lead Co-Editor of JTD: Discrimination, Violence, & Healing in Marginalized Community	Populations: emerging adulthood; diverse minority (ethnic min, sexual min, Muslim, foreign national), diverse ethnic minority, diverse ethnic minority women, Black, Asian, Latino
Invited Attendee: Critical-Interdisciplinary Sexual Violence Research, funded by Spencer Foundation	Controlling for known confounds, HB, btwn-group trauma, (age, ethnicity, gender)
Editorial Boards (student- Child Maltreatment), JTD, Psych of Violence	Research presented at national and international conferences
Ad Hoc Reviewer, VV, JIV, JAMT, VAW, Ethnicity & Health, etc.	
19 invited talks, majority on CBTT, inequality, & trauma—incl U Johannesburg, South Africa & ABPsi Detroit chapter for SAAM 2019	

Pitch for The Conversation (pulled from the op-ed I submitted = I pulled direct language from the piece itself that stood out and copy/pasted w/in this text; Gómez example from [The Unique Harm of Sexual Abuse in the Black Community](#) , with subsections to submit into in the online system)

STORY

With recent documentaries on Black superstars, Michael Jackson and R. Kelly, sexual abuse remains in the forefront of the news. Using research on cultural betrayal trauma theory, I explain what makes sexual abuse within the Black community uniquely harmful—and what we can do about it.

SIGNIFICANCE

What makes R. Kelly's alleged sexual abuse of Black girls different than that of other alleged perpetrators, like Woody Allen? The underlying core of this question is: What makes trauma traumatic? While research has documented the negative impact of abuse, the role of inequality on survivors has been understudied. Research with cultural betrayal trauma theory (CBTT) probes the within-group nature of victimization as a "cultural betrayal," resulting from the violated in-group solidarity that protects against oppression. With CBTT, our understanding of what makes trauma traumatic is expanded, while our social reactions and clinical interventions can be effective for all survivors.

OTHER KEY POINTS

With the #MeToo movement, a light has been shone on sexual abuse. At a time when high profile Black men are being publicly accused, highlighting research that incorporates the impact of inequality can ensure that the public's understanding of sexual abuse matches the reality faced by survivors. My research on cultural betrayal trauma theory has been published in peer-reviewed journals and other outlets, with my work being funded twice by the Ford Foundation Fellowship Programs, administered through the National Academies of Sciences, Engineering, & Medicine. I am lead co-editor of an upcoming special issue of Journal of Trauma & Dissociation on violence in marginalized communities. As a National Academy of Sciences Kavli Fellow, I am the foremost expert on cultural betrayal trauma theory.

MULTIMEDIA

1. 8 min. youtube video explaining a recently published article on cultural betrayal trauma theory: <https://www.youtube.com/watch?v=UZ9G0AjsJeU&t=5s>
2. 3 min. dance video illustrating cultural betrayal trauma theory: https://www.youtube.com/watch?v=X_QwbCkb_m8
3. A figure of cultural betrayal trauma theory, which uses shapes to illustrate the theory: to guard against discrimination, some minorities develop a bond with each other. Within-group violence is a cultural betrayal as it disrupts this bond. Cultural betrayal in abuse is linked with diverse outcomes, such as PTSD and internalized prejudice. See figure in the cultural betrayal trauma theory section: <http://jmgomez.org>