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June 26, 2012

OP-ED PROJECT RETURNS TO CHICAGO TO SHIFT WHO NARRATES THE WORLD

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CHICAGO: Following international coverage of its recent groundbreaking research on gender and voice in media, [Who Narrates the World?](#), The OpEd Project returns to Chicago July 28 for a day-long core public seminar with the dedicated mission to diversify voices in national media and thought leadership.

The OpEd Project Byline Survey evaluated more than 7,000 articles in 10 media outlets over a 12-week period from 9/15/11 to 12/7/11 and categorized articles by media type. The results show that only 20 percent of the opinion pieces in traditional media such as the *New York Times* are written by women, with 33 percent female bylines in new media such as the Huffington Post and 38 percent female bylines in college media. Much has improved since an initial review in 2005, but commentary on the findings in the [Columbia Journalism Review](#), [Poynter](#), the [Atlantic](#), the [Guardian](#), [Chicago Tribune](#) and more applaud the need to add different voices and points of view to the larger public discourse. With more than 5,000 alums of The OpEd Project since 2008, the percentages of female bylines in some outlets increased up to 40 percent, in large part due to the efforts of the project. But more change is needed. With its partner, the [Medill School](#) at Northwestern University, this day-long seminar is aimed at connecting, empowering, and assisting women and minorities to participate as thought leaders in the public media conversation. Since June 2011, The OpEd Project has engaged more than 100 local thought leaders in Chicago in four seminars. Those alums have successfully published in local, national and international outlets on a wide variety of subjects. For a full list, click [here](#).

Leaders of the 7/28 seminar are [Deborah Siegel](#), Midwest Regional Director, author and journalist; and [Michele Weldon](#), author, journalist and assistant professor at Medill. The highly interactive day-long seminar will challenge participants to think more carefully and expansively about their knowledge and experience, and why it matters. A network of [high-level mentor-editors](#) will be officially available for a full year to participants. The best rate expires on June 28, so [register soon](#).

WHAT: The OpEd Project Core Seminar 105 W. Adams St., Suite 200, Chicago, Ill. July 28, 10 am.-5 p.m.

For more information: Claudia Garcia-Rojas: claudia@theopedproject.org, Deborah Siegel deborah@theopedproject.org or Michele Weldon, michele@theopedproject.org

The OpEd Project

in partnership with



Want to change the world?

The OpEd Project invites you to participate in an innovative program to increase the diversity and quality of ideas and voices we hear in the world, to increase the visibility of women and other under-represented thought leaders in the public sphere—and to increase your influence and impact in the world.

- **DATE:**
July 28, 2012
- **TIME:**
10am-5pm (followed by a Happy Hour co-convened by [ChiFems!](#) at Elephant & Castle, 111 West Adams)
- **SEMINAR LOCATION:**
Medill School at Northwestern University
105 West Adams, Suite 200
Chicago, Illinois 60603
- **REGISTRATION FEE*:**
 - Ends June 28: \$295
 - Ends July 18: \$345
 - Regular Registration: \$425
 - Or see our [Pay in Words scholarship option](#)

[**Register Here!**](#)

Program: Influence, Contribution, Thought Leadership

This dynamic day-long seminar (which also grants one year of access to our national network of high-level media mentors) is based on game-inspired learning around thought leadership. High stakes scenarios, interactive exercises and thought games challenge participants to think more expansively about their knowledge and experience, and their potential value in the world. We explore the source of credibility and how to establish it; the patterns and elements of powerful argument; the difference between being “right” and being effective; how to preach beyond the choir; and how to think bigger about what you know—to have more impact in the world. Participants emerge with concrete results (op-ed drafts and more), and access to our high-level media mentoring team.

Why this matters

The voices and opinions we hear from in the world come from a tiny fraction and extremely narrow range of the population: mostly white, privileged and overwhelmingly male. What could we accomplish if we invested in all our missing brain power?

This seminar is open to all – including men – but our main focus is on minority voices (especially women). It is equally suitable for those with or without publishing or professional writing experience. If you are a man and would like to attend, or if you'd like to bring The OpEd Project to your university or organization, [contact us.](#))

What is The OpEd Project?

The OpEd Project—featured by The New York Times and Katie Couric on her CBS Notebook series—is a social venture founded to increase range and quality of ideas and voices we hear from in the world. Working with top universities, think tanks, nonprofits, corporations and community organizations across the nation, we scout and train women and other under-represented experts to take thought leadership positions in their fields (op-eds and much more); we connect them with our national network of high-level media mentors, and we vet and channel the best ideas and experts directly to media gatekeepers in all platforms. We also run year-long Public Voices fellowship programs for senior faculty at top universities. Read more: www.theopedproject.org

The OpEd Project has worked with universities such as Stanford, Princeton, MIT and Yale; think tanks and nonprofits including the ACLU, the Council on Foreign Relations, and The Global Fund for Women; F500 companies including Google, Yahoo!, Time Warner, PWC and Merrill Lynch, and community groups across the nation, including social entrepreneurs in New Orleans, and a women's prison reentry program.

Participants publish or appear regularly in the New York Times, Washington Post, Wall Street Journal, Reuters, NPR, Salon.com, Slate, PBS, NPR, Huffington Post, and one piece that was #2 on Google News and had 20,000 hits in the first hour. More importantly, as a direct result they have gone on to appear on national TV and radio, raised funds to launch non-profits and ventures, briefed Congress, received book deals and major speaking opportunities, and become national and international voices on their areas of expertise, shaping the major public conversations of our age.

Questions? Contact Claudia Garcia-Rojas at claudia@theopedproject.org or Michele Weldon at Michele@theopedproject.org