



# Write On: Using Letters to the Editor to get your point across

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# Agenda

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- What is a LTE
- Making your LTE EPIC
- Let's write a LTE!
- How to get Published
- You're published, now what?



# Letters to the Editor

- Letter to the Editor
- 100-300 word letter with a single main point
- Has a single author
- A clear and concise message about a problem

## Why write a LTE?

- Generates coverage
- Amplify our voice
- Decision makers care





# The power of a LTE right NOW!

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- Re-election for House (and some Senators)



# Making your LTE EPIC

Frame your letter in the EPIC format:

Engage audience



# Keep your LTE EPIC

Frame your letter in the EPIC format:

Problem statement

Duluth News Tribune

## Reader's view: Fight against AIDS requires more federal government money

By Julia Mandsager Komatsu from Duluth on Dec 1, 2015 at 12:11 a.m.



I'm a medical student in Duluth, and I'm writing because today, Dec. 1, is World AIDS Day. According to the Minnesota Department of Health, 7,960 Minnesotans were living with HIV/AIDS in 2014. In the same year, there were 307 new cases of HIV, up 2 percent from 2013. Globally, there were 26.9 million people living with HIV, including 2 million new cases, according to the World Health Organization.

While there have been major improvements in HIV treatment and management, this virus still is deadly. In 2014, there were 64 AIDS deaths in Minnesota and 1.2 million globally.

# Keep your LTE **EPIC**

Frame your letter in the EPIC format:

Inform on solution





Keep your LTE **EPIC**

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Frame your letter in the EPIC format:

Call to action

## Is your LTE EPIC?

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- **E**ngage audience
- **P**roblem statement
- **I**nform on solution
- **C**all to action

**EPIC!**



**Let's write a LTE!**



## Let's Write!

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- **What Publication?**
  - Think local
  - Relationship to target
- **What are their rules?**
  - Length
  - Article Requirements
  - Author Requirements
  - When do they publish?

- **What's the problem?**

- One sentence summary
- Be clear
- Think big picture

- **What's the solution?**

- Think of the ask and “why” it matters
- Write the ask(s) in 1-2 sentences

## •Call to Action

- Name the target
- Ask voters for something
- Ask target for something





# What's in a Hook?



# Developing a Hook

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- **What's the hook?**
  - Respond to an article
  - Respond to current events
  - Be the hook



## Putting it all together

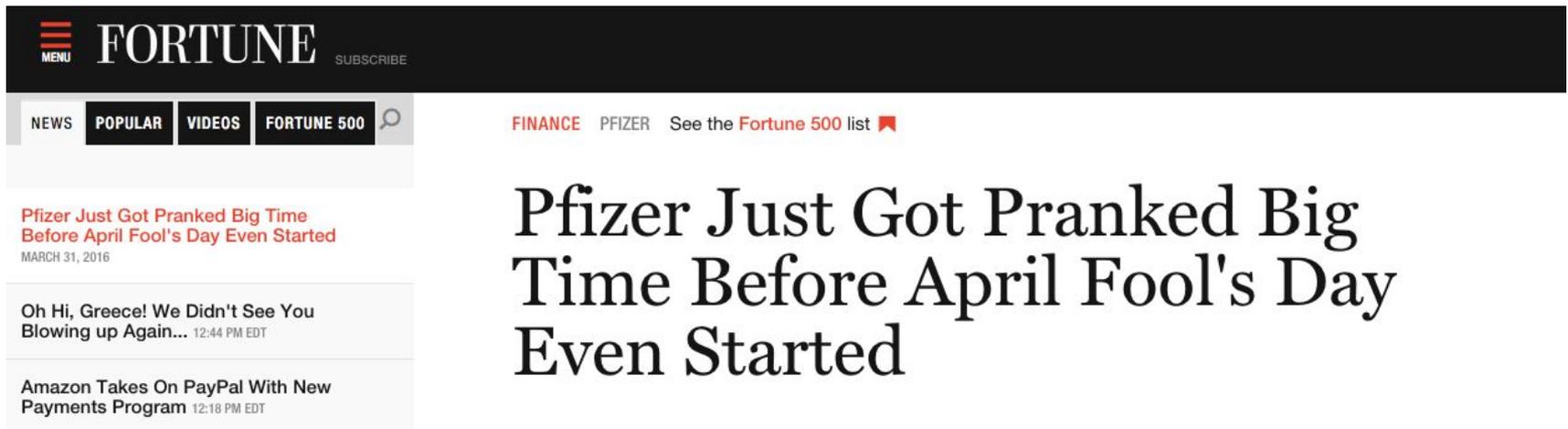
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1. Begin with your hook
2. Add your problem
3. Add solutions
4. Add the call to action
5. Check for flow and rules
6. Submit your letter
7. Watch for it to get published!



# How to get published

- Relevancy
- Newsworthy
- Big national events
- Days of publication

A screenshot of the Fortune website's top navigation bar and a news article snippet. The navigation bar is black with the 'FORTUNE' logo in white, a 'MENU' icon, and a 'SUBSCRIBE' link. Below the navigation bar are several tabs: 'NEWS', 'POPULAR', 'VIDEOS', and 'FORTUNE 500'. To the right of these tabs is a search icon. Further right, there are links for 'FINANCE', 'PFIZER', and 'See the Fortune 500 list'. The main content area shows a news article titled 'Pfizer Just Got Pranked Big Time Before April Fool's Day Even Started' with a date of 'MARCH 31, 2016'. Below this are two more article snippets: 'Oh Hi, Greece! We Didn't See You Blowing up Again...' and 'Amazon Takes On PayPal With New Payments Program'.

**Pfizer Just Got Pranked Big Time Before April Fool's Day Even Started**

MARCH 31, 2016

**Oh Hi, Greece! We Didn't See You Blowing up Again...** 12:44 PM EDT

**Amazon Takes On PayPal With New Payments Program** 12:18 PM EDT

## Pfizer Just Got Pranked Big Time Before April Fool's Day Even Started

Who do you want your piece to reach?



- If you don't get a confirmation
- If you don't get published
- If you do get published





# You're published – now what?

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Share on social media!

- #DrugPrices
- #AffordableMedsNow
- Tag @PCMedsAccess and we'll likely re-tweet!

Send it to your allies & your TARGETS



## Next Steps

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- Finish drafting your LTE from the worksheet
- Submit your LTE
- Teach your friends/contacts!