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

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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
What is a LTE?

• 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!

- Re-election for House (and some Senators)
Making your LTE EPIC
Frame your letter in the EPIC format:

Engage audience
Frame your letter in the EPIC format:

Problem statement

Reader’s view: Fight against AIDS requires more federal government money
By Julia Mandager 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.
Frame your letter in the EPIC format:

Inform on solution

By passing a $525 million annual increase to the funding, Congress has the ability to double the number of people on antiretroviral treatment to 30 million by 2020, putting us on track to potentially end the global AIDS epidemic by 2030.
Frame your letter in the EPIC format:

**Call to action**
Is your LTE EPIC?

- Engage audience
- Problem statement
- Inform on solution
- Call to action
Let’s write a LTE!
• **What Publication?**
  - Think local
  - Relationship to target

• **What are their rules?**
  - Length
  - Article Requirements
  - Author Requirements
  - When do they publish?
Let’s Write!

• 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
Let’s Write!

• Call to Action
  • Name the target
  • Ask voters for something
  • Ask target for something
What's in a Hook?
Developing a Hook

• What's the hook?
  • Respond to an article
  • Respond to current events
  • Be the hook
Putting it all together

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
Timing

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

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

Who do you want your piece to reach?
Follow Up!

• If you don’t get a confirmation
• If you don’t get published
• If you do get published
You’re published – now what?

Share on social media!

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

Send it to your allies & your TARGETS
Next Steps

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