WRITING & PLACING A LETTER TO THE EDITOR
Ever read your local newspaper and thought:

"I could have written that."
Publications are becoming increasingly audience-driven, including content submitted by guest writers themselves.

"Why are we not talking about issues like vaccine-preventable diseases?"
There is a proliferation of news nowadays, but not all of it has equal weight and impact.

"I have an opinion to share."
You bring a unique perspective to your local community.
ANYONE CAN WRITE A LETTER TO THE EDITOR
Support global vaccine funding

Apr 22, 2020

World Immunization Week will be observed April 24-30. There is no doubt that the ongoing COVID-19 pandemic has upended life around the world in an unprecedented way. If we didn't appreciate the critical role that vaccinations have had in protecting lives before this life-threatening pandemic occurred, most of us now understand the importance of immunizations as we wait and hope that an effective COVID-19 vaccine will be developed to protect us going forward.
Why are LTEs important?

01 Reach a large, yet targeted, audience.
On top of sharing on your own social media channels, online publications can reach larger and new audiences in your community.

02 Local publications are read by elected officials.
Elected officials' jobs are to represent their constituents: this is another way to get in front of them!

03 Bring new information and perspectives to issues not addressed in a news article.
Journalists don't have all the facts.
LET'S DIVE IN.

STEP 1: Research your local publications.
STEP 2: Write the LTE.
STEP 3: Submit.
STEP 4: Share your LTE online, and with Shot@Life!
STEP 1: Research your local publications.

• What are your local publications?
• Which have the largest circulation, audience, or influence?
• Do they accept opinion articles or letters to the editor?
• What have they published about vaccines in the past?
### THREE KEY ELEMENTS

#### 01 PERSONAL

Why are vaccines important, and why are they important to **YOU**?

Use your unique personal & professional experience with Shot@Life to make your case.

#### 02 TIMELY

Why is vaccine advocacy important **NOW**?

What makes the issue timely?

#### 03 RELEVANT

Why does it **MATTER**, and why does it matter locally?

End with a call to action.
STEP 2: Write the LTE

FIND YOUR ANGLE

01 THE COVID-19 VACCINE & THE INFODEMIC

02 U.S. WITHDRAWING FROM WHO

03 WHY VACCINES & GLOBAL HEALTH WILL MATTER IN 2021

04 LOCAL ISSUES & EVENTS
STEP 3: SUBMIT

Keep it short.

Use a clear subject line such as "LTE Submission: HEADLINE"

Follow up.
STEP 4: Don't forget the golden rule!

• Share your published piece on social media

• Remember to keep a copy for your record, and to send to Congressional offices for future meetings

• Let the Shot@Life team know!
RESOURCES

A2V Toolkit & Talking Points  https://shotatlife.org/advocate2vaccinate/

Facts & Stats  https://shotatlife.org/aboutvaccines/

QUESTIONS? REACH US AT MEDIA@SHOTATLIFE.ORG

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