



How to Get Published in Your Local Paper

Mobilize to Immunize Conference | October 6, 2021

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 aren't we talking about the important issues?"

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 (LTE)**

How are letters to the editors useful?

1. 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.

2. 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.

3. Bring new perspectives to issues not addressed in a news article.

This is an easy way to bring your unique perspective to the table, especially as a Shot@Life champion!

4 Steps to Writing a Successful LTE

STEP 1: Research your local publications.

STEP 2: Write the LTE (using stats or your personal story).

STEP 3: Submit.

STEP 4: Share your LTE online and send it to 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?



STEP 2: Write the Letter to the Editor

PERSONAL

Why are vaccines important, and why are they important to you?

TIMELY

Why is vaccine advocacy important NOW?

What makes the issue timely?

RELEVANT

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

Other Tips:

- Be clear and concise with word limit & put most important info at the top
- End with a clear call to action
- Focus on how this is relevant to your local community

FIND YOUR ANGLE

1

COVID-19 BOOSTERS AND THE
NEED FOR VACCINE EQUITY

2

WHY VACCINES & GLOBAL HEALTH
MATTER (EVEN MORE) IN 2021

3

BUILDING CONFIDENCE DURING A
TIME OF VACCINE HESITANCY

4

BEING A HEALTHCARE WORKER
DURING A PANDEMIC

5

BEING THANKFUL FOR VACCINES
THIS THANKSGIVING

6

RESPOND TO ANOTHER ARTICLE IN
THE PAPER



Letter to the editor: Showing love and kindness

Apr 30, 2020

I appreciated the spirit of the article "Families will grow real memories from virtual, Zoom seders" (April 1 edition). It illustrated the way people in our community are making the best of a difficult situation.

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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.



Your Turn
Katie Lesser
Guest columnist

Withdrawing from WHO is dangerous

In May, President Trump announced his intentions to "terminate" the U.S.'s relationship with the World Health Organization (WHO). On July 7, Trump followed through with these intentions and released formal notice of U.S. withdrawal from the WHO.

Not only is this incredibly irresponsible, it is especially dangerous in the middle of a pandemic that has infected millions of people worldwide. Amid everything that has happened in the past few months, we are still in the middle of a major global pandemic.

The U.S. is the largest contributing to more than 15 public health agency's budget. The U.S. will contribute to science and global public health fight against COVID-19.

The departure could put the lives of American citizens, as it is ignited toward the impact of the virus. It ensures needed to combat the virus through tracing, testing and potential development.

The U.S. currently has the highest number of COVID-19 cases than any other country. The case count is rising but the U.S. is not doing enough to fight the virus. Cutting ties with the WHO or for Americans during this time is more difficult for the world and support it needs to combat the virus.

Global health experts believe that the progress made in the fight against disease could also negatively impact the progress made in the fight against COVID-19. We need to end polio worldwide, and in two remaining countries, Afghanistan and Pakistan.

Furthermore, as COVID-19 disproportionately affects Black and marginalized communities, we must stand in solidarity on the public health front to protect and keep these communities safe, especially in this time of massive civil unrest. While we continue to fight against racial injustice and police brutality, we must also fight for the World Health Organization, because they are leading the global response to the COVID-19 pandemic.

As previously mentioned, WHO is at the forefront of the global response to the pandemic.

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LETTER TO THE EDITOR: Now is time for our legislators to support vaccination programs

CYNTHIA CHANGYIT LEVIN Apr 9, 2020

MORE INFORMATION

GUEST COMMENTARY: America should act now to end global disease

GUEST COMMENTARY: Key to managing COVID-19 is more public health funding



Ms. Katyal is spot on in her piece "America should act now to end global disease," printed April 1. I, too, am worried about the possibility of the United States and other nations reducing their foreign aid support to global health programs this year in favor of looking inward only to their own needs.

It's the coordinated efforts of international partnerships like Gavi, the Vaccine Alliance, that make it possible to distribute vaccines worldwide at affordable prices. Reducing support at



See past LTEs:

shotatlife.org/news

Example Statistics

1. The COVID-19 pandemic caused 23 million children to miss out on essential vaccines in 2020.

This was an increase of nearly 4 million children from 2019.

This is the highest number of unvaccinated children since 2009. [UNICEF](#)

2. Polio cases have dropped by 99.9% since 1988.

This was possible thanks to tireless efforts of health workers, local governments and global partners.

Polio infrastructure also actually helped with the COVID-19 response. [CDC](#)

3. Measles coverage decreased to 84% in 2020, meaning 22.3 million children missed out.

Outbreaks can easily occur again in the U.S. [UNICEF](#)

4. Only 20% of people living in low- and lower-middle-income countries received a first dose of the COVID-19 vaccine.

This inequity is especially seen in Africa where less than 4 percent of the population — 50 million people — have been fully vaccinated. [WHO](#)

Find more statistics: shotatlife.org/aboutvaccines

STEP 3: Submit!

- Keep it short
- Use a clear subject line such as "LTE Submission: [Title]"
- Follow up if you haven't heard back
- The best practice is to only submit to one paper at a time (wait to receive a response before moving on)



STEP 4: Share your LTE online and with S@L

- Share your published piece on social media
- Remember to keep a copy for your records, and to send to Congressional offices for future meetings
- Let the Shot@Life team know! Email us at media@shotatlife.org and/or include a link when you report your advocacy actions: shotatlife.org/report

Resources

Mobilize to Immunize Toolkit & Talking Points

shotatlife.org/mobilizetoimmunize

Questions? Reach us at media@shotatlife.org

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