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?
Why is vaccine advocacy important NOW? 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
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.

Withdrawning from WHO is dangerous

In May, President Trump announced his intentions to “terminate” the U.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. Amidst everything that has happened in the past few months, we are still in the midst of a major global pandemic.

The U.S. is the largest contributor to the WHO’s budget, and the U.S. will contribute to science and global public health initiatives against COVID-19. The departure could thus be more than a symbolic blow to the U.S. public health and global public health initiatives. The U.S. currently accounts for one-third of the WHO’s budget, and its withdrawal could have significant implications for global health initiatives.

Furthermore, as COVID-19 disproportionately affects Black and marginalized communities, we must stand in solidarity with 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 fight against COVID-19 and is crucial to global health security. Its withdrawal would be a significant loss for global health initiatives and a blow to the fight against COVID-19.
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
Mobilize to Immunize
Toolkit & Talking Points

shotatlife.org/mobilizetoimmunize

Questions? Reach us at media@shotatlife.org

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