

LOBBYING VIA TRADITIONAL MEDIA



Content from Journalist's Resource, The Thompson Writing Program and PFLAG National.

A **media advisory** invites the media to a specific event, such as a news conference or presentation, or an event that may or may not be open to the public. Media advisories are typically sent to a smaller audience 10-to-14 days before the event and then again a day or so before the event as a reminder, or sooner if there are updates, such as newly confirmed VIP attendees.

An **Op-Ed** is a column that represents the opinion of a writer on an issue of relevance to a targeted audience. An op-ed is usually short, has a clearly defined topic and theme, and is in a conversational tone.

A **Letter to the Editor** is written by readers of a newspaper, magazine, or other source, on topics relevant to the publication's audience. Because editors try to publish a variety of viewpoints on a range of topics, letters typically must be brief (e.g. 100-200 words).

Writing an Op-Ed or Letter to the Editor

Before writing, check the particular paper's guidelines for submission closely to ensure that you have the opportunity to be published.

Step-By-Step Plan

1. **Start** with a personal anecdote.
2. **Reference** the issue to which you are referring.
3. **Make** your main point in the first or second paragraph.
4. **Begin** to elaborate two—maximum three—supporting points in the paragraphs that follow.
5. **Make** sure your paragraphs are short and contain one main idea each.
6. **Use** facts, statistics, and studies to support your arguments. Use metaphors to relate complex ideas.
7. **Conclude** with a paragraph that draws the piece together and links to your opening anecdote.

Tips

- **Use** short, simple sentences and avoid jargon.
- **Explicitly** support or oppose something.
- **Personalize** the op-ed with an anecdote.
- **Link** the op-ed to a current news story but keep the focus local.