

Letter to the Editor Campaign

Thank you for your interest in submitting a letter to the editor as part of our local advocacy efforts. Without exception, the opinion page is one of the most highly read sections in any newspaper; our goal is to use these letters to the editor to educate our greater community on issues of importance to people with lymphoma.

To submit a letter to the editor, a writer must be responding to a recently published article. While your local newspaper may not publish many lymphoma-specific stories, issues like the health care system and cancer research/treatment are regularly covered in the media and provide a great way to make your voice heard. You can usually submit a letter via email or web form, directly on the newspaper's website. You can also phone your local newspaper to identify the most effective way to submit a letter.

Below are some additional helpful tips on writing effective letters to the editor:

- Be timely—write in response to recent news and events, within 72 hours of a story being published, if possible.
- Keep it short and simple—stick to one main subject. If you look at the average editorial page, a few paragraphs, or in some cases just a few sentences, is standard for letters. View the template letters provided by our chapter for a good head start!
- Autograph your work—include your name, address and telephone number at the end of your letter; newspapers may need to contact you if they are considering printing your letter.
- Stay positive—Do not be discouraged if your first submission is not printed. Every time you submit a letter, you are educating that publication's editorial board about lymphoma, and paving the way for future letters to be printed. Keep trying!

Thank you for your support of the LRF Advocacy Program. For questions or comments, email advocacy@lymphoma.org.