

HOW TO WRITE A LETTER TO THE EDITOR ABOUT LIMITED SERVICE PREGNANCY CENTERS

Readers can submit “Letters to the Editor” in response to a specific news article or opinion piece in that publication. Letters to the Editor appear on the Editorial page, which is one of the most-read sections of the paper by policymakers and opinion leaders. You can reach a wide audience through a Letter to the Editor. A Letter to the Editor can be an excellent and effective way to:

- Correct inaccurate or misleading information in a news story
- Present a counterargument to an opinion piece
- Add a personal story or more statistics in support of an argument made in a piece

Consider setting a “Google alert” or other similar mechanism so that you can stay on top of all the current news stories related to “fake clinics”, “crisis pregnancy centers” and “limited service pregnancy centers” and be ready to respond, armed with the facts and your argument.

Here are some tips to get your letter published:

Follow the rules

Review and follow the rules for submitting letters to the editor to a specific publication – how, when, where, etc. Most news outlets have an online portal for submitting letters.

Make it short

Fight the urge to go on at length. Less is more. Try to make your strongest argument in 150 words or less. The shorter the better.

Make it personal

Most editorial editors won’t read something if it comes from a public relations firm or through a third party. It’s always better to send it from a real person.

Make it fast

Submit your letter quickly – the day of or after the piece you are responding to appeared.

Include the following components in your submission:

- Begin your letter by citing the title and author of the piece you are responding to.
- Repeat and refute the information or argument with which you disagreed. Or,
- Amplify and enhance a point made in the piece that you want to strengthen.
- Advocate for what you think should be done. Include a specific call to action.
- Be sure to include your full contact information (name, address, phone and email).