As an advocate, you can bring a local voice to the issue of global poverty. You can shape how your local paper is covering extreme poverty and global health by writing letters to the editor or by submitting your own opinion pieces.

**LTEs**

Writing letters to the editor (LTEs) and getting them published is an effective advocacy tool for ONE. Not only do LTEs raise awareness of global poverty and disease issues within your community and with reporters, but, critically, these letters also get the attention of elected officials.

**The Process**

1. Contact the ONE Campus staff for an up-to-date sample LTE for ONE’s most current campaign or campus challenge.

2. Draft your LTE.

3. Send your LTE draft to ONE campus staff. We’ll give you edits and suggestions to make your LTE as effective—and as likely to get published—as possible.

4. Submit your LTE by email.
LTE Best Practices

- **Focus on your local papers.** You know those newspapers and their readers best, so you can write a more persuasive LTE for that particular audience.

- **Keep it short and concise.** Your letter should generally be **under 250 words**, but check the newspaper’s website for specific word count limitations. Notice that when you read your paper’s LTEs, you are probably drawn to the shorter ones. Also, if your letter is too long, the paper is likely to edit it.

- **Timeliness is key.** Usually, your letter should reference a specific article, editorial or other letters to the editor. If not commenting on an article, they should reference a recent or future event.

- **Email it.** This ensures timeliness. Check out the opinion page to find the correct email address. It will usually include “letters” or “editor” in the address, i.e. letters@buffalonews.com or editor@buffalonews.com.

- **Identify yourself.** Include your **name, address, e-mail and phone number**. The newspaper won’t publish this information, but may want to contact you to verify information or inform you that your letter will be published.

- **Identify your note as a letter to the editor.** This may seem obvious, but newspapers receive significant amounts of correspondence every day. Addressing your letter “To the Editor” will avoid any confusion.

- **Follow up with ONE Campus staff.** Send the ONE campus team (occinfo@one.org) your LTEs that get published. Letters that appear in print can serve as a model for other letter-writers. When you have a letter published, send us the letter (and the link to it on the paper’s website, if possible) so that ONE can share it with other volunteers.

- **And finally, don’t get discouraged if your letter isn’t published.** Only a very small portion of the LTEs that you write will appear in the paper. However, every LTE that you write can have an influence on the columns and opinions that the editorial board writes and on the other LTEs they choose to print.
OP-EDS

Op-eds are a great opportunity to present an argument for a timely issue or respond to recent coverage with opinionated, interesting analysis. They appear opposite the editorial page (hence, op-ed) in most newspapers and are often located next to columns by syndicated writers. Newspapers usually publish two or three of these on a daily basis, and the competition for publication can be stiff. For this reason, it is best to submit an original column that will stick out from the rest while an issue is hot and newsworthy.

The Process

1. Contact ONE campus staff for an up-to-date sample Op-Ed for ONE’s most current campaign or campus challenge.

2. Draft your Op-Ed

3. If possible, identify a faculty member at your school to submit the Op-Ed in his/her name as well as yours. Papers are more likely to publish Op-Eds from people with influence in the community, such as professors and deans. Try having a Professor co-write the Op-Ed with you, or see if he/she is willing to submit the Op-Ed you authored in his/her name.

4. Send your Op-Ed draft to ONE campus staff. We’ll give you edits and suggestions to make your Op-Ed as effective—and as likely to get published—as possible.

5. Submit your Op-Ed by email.

6. A few days after you submit your Op-Ed, you should place a follow-up call to the op-ed editor to check on the paper’s interest in running the article.

Op-Ed Best Practices

- Op-eds should remain between 500-800 words.
- Take a clear stand.
- Include your address and phone number (or the address and phone number of the faculty member submitting it). Most publications will call and confirm the author of the piece prior to publication.
- Timing is key. Be sure to submit the op-ed while the subject matter is still a major point of interest.
- Use humor when applicable.
- Use powerful verbs and avoid adjectives and wordiness.
- Avoid jargon, acronyms, clichés, name-calling and repetition.
- E-mail is generally the best way to submit op-eds to newspapers. You can usually find the e-mail address on the opinion page of the newspaper or online on the opinion page or by clicking the “contact us” tab.
STRUCTURE

1 First Paragraph
   > The first paragraph should include a news-hook (i.e. referring to a recent event in the news).
   > State your position immediately after the news-hook. Make the first couple of lines as captivating as possible.
   > The first paragraph should only be about three sentences. Short, declarative sentences are best.

2 Body
   > Include 2-3 “body” paragraphs. These should explicate the most important parts of your argument.
   > Provide solid supporting evidence. Cite sources when necessary, but not excessively.
   > Make sure your point is well stated and concise. Each paragraph should range from three to six sentences and should be focused on one of your 2-3 main points.

3 Conclusion
   > Link back to the opening news-hook.
   > Restate your purpose.
   > Issue a call to action.
   > The last few lines should be memorable.
   > Include a brief bio-line at the end of the article that clarifies you and/or a faculty member’s “expertise” and credibility. For example, “Jon Doe is a Professor of Political Science at ONE University. He is a member of ONE, a global advocacy group dedicated to fighting extreme poverty and disease. He lives in Washington, D.C.”