

TIPS FOR WRITING LETTERS TO THE EDITOR

To receive the latest news articles to respond to, and be supported to write regular letters, [join our Letter Writing Team!](#)

The Fact & Action Sheet is your friend

- This resource, published on the [RESULTS website](#), provides information, case studies, statistics and campaign asks that you can use to write your letter to the editor.
- The Sheet also has colour coded boxes, in the order laid out below, so that you can easily spot information to fit into the EPIC format, as you gain letter-writing confidence.

Use the EPIC format

- **Engage your reader**
 - Refer to a published article or another published letter.
 - Use a surprising statistic – ‘Did you know that 48% of...’
 - Use a catchy phrase – ‘John Smith really hit the nail on the head in his article about...’
 - React with emotion – ‘I was thrilled to read that...’
- **State the Problem**
 - Stick to one issue – e.g. Tuberculosis, child health, aid, etc.
 - The problem may have been stated in an article or letter, or you may need to expand on the issue.
 - E.g. ‘Your article stated ___ but that is just the tip of the iceberg, with ___ accounting for 1.3 million deaths each year’
- **Inform about solutions**
 - Be positive – ‘Luckily, Gavi, the Vaccine Alliance does amazing work...’ or ‘for just 50c a child can be vaccinated against...’
 - Link to the call to action.
- **Call to action**
 - Usually this will be the campaign ask detailed in the Fact & Action Sheet, E.g. ‘I call on our Government reverse planned cuts to aid in the May budget’
 - Try and finish your letter with a neat, punchy, positive line that ties the whole letter together. This takes practice! E.g. ‘I believe we can.’ Or ‘That’s a legacy our generation could be proud of’.

If your letter is published

- Well done!
- Send a copy to your group leader, and/or info@results.org.au
- Send a copy to your MP or any Senator you have been corresponding with
- Share it on social media and encourage others to write too

To increase your chances of getting published...

- Check the submission guidelines or tips for the newspaper
- Keep it short – less than 180 words
- Respond quickly to an article, letter, or hot topic
- Include your full name, address, and phone number
- Be respectful – never use bad language or insult someone.
- Check your letter for spelling and grammar errors.
- If emailing your letter, send it in the body of the email, not as an attachment
- Don't be afraid to ring to check if your letter has been received
- Put effort into an eye-catching subject line if you are emailing
- Look at the type of letters that get published in the paper already – do they tend to be long, short, controversial, intelligent?

Make your letter work for you

- Share it with your group leader and encourage others to write too.
- If you are responding to an article, look for similar articles in other papers (or even the exact same article!), change your letter somewhat, and respond to those papers too.
- If you do not get your letter published within a few days, alter your letter and send it again.
- Look for it! Make sure you check the newspaper you sent it to – sometimes letters are published 1-2 weeks after being sent.
- Consider posting your letter as a comment for an online news article if you don't get published.

How do I submit a letter?

- Online – most newspapers have a submission form on their website. Look for the Letters page - it can be tricky to find – look for the Opinion or Comment section, as Letters are often on these pages. Sometimes it'll be called Your Say or similar.
- Email – some newspapers require a submission by email. You will usually find the address by looking for the 'Rules for submission' on the Letters page on the website or in the newspaper itself.
- Text/Twitter – some newspapers publish a column of short text comments or tweets.

Each paper or magazine has a slightly different style.

Practice will get you published!

YOU can create and shape the public debate on poverty.