



## US Campaign to **End** the Israeli Occupation

"We aim to change those US policies that both sustain Israel's 42-year occupation of the Palestinian West Bank, Gaza, and East Jerusalem, and deny equal rights for all."

# How-To Get a Letter to the Editor Published

Use this fact sheet as a guide when sending feedback to newspapers, magazines, talk shows, and blogs.

1) If you find a news or opinion piece that doesn't accurately portray our issue or that fails to touch on key points, then you should **send your comments to several recipients at the media outlet** – for instance, to the reporter, their editor, and the letters-to-the-editor department. It may also be appropriate to send letters to different departments, such as both the international and business sections if you are writing about boycott, divestment, and sanctions.

2) **Publications often only print one letter of many received on a topic** – you'll most likely have your concerns addressed if several people send letters on the same topic – if you can, organize a group to write letters on the same topic.

3) Your letter to the editor is more likely to be published if it is **responding to a specific article, editorial or letter that has recently appeared** in the same publication. Keep your letter focused on one or two points (at most) and stick to the facts. Avoid rhetoric and blanket attacks. If possible, **include the name of your Member of Congress in your letter**. Congressional offices record every mention of their Congressperson in the local media. One sentence calling on your Member of Congress to end U.S. military aid, for example, will get your letter read not only in the media but in your representatives office.

4) Every publication has different criteria for publishing letters to the editor. Familiarize yourself with these rules before sending your letter. A good rule of thumb is **two short paragraphs**. You should always include your name, signature, address and phone number with a letter to the editor. Sometimes it is helpful to identify yourself as a member of a community group.

5) You may want to **include documentation** if your letter includes controversial points, but be careful not to overload the editors with too much information.

6) If your letter hasn't appeared within a week or two, then **follow up with a call** to the editorial department.

**7) Please send a copy** of your letters (published & unpublished) to the US Campaign so we can track our coverage. Email them to [media@endtheoccupation.org](mailto:media@endtheoccupation.org).

This fact sheet was adapted from information provided by FAIR- The Center for Fairness and Accuracy In Reporting.