

Basic Skills in Media Advocacy

<p>News story comments</p>	<p>What is it? Brief comment(s) (usually less than 100 words) after a specific news story</p> <p>Why do it? Potential to engage other readers interested in the same story in an on-going dialogue, quick and easy once registered at the news site Journalists and editors sometimes monitor and read story comments</p> <p>Essential elements Inserts new facts or ideas into a discussion Model grace in the face of what can sometimes be a hostile conversation</p>
<p>Letter to the editor</p>	<p>What is it? Short letter in response to a specific news story (250 words or less) meant to express your opinion or a point of view about an article you have read from a news organization or website</p> <p>Why do it? Share a different perspective, provide praise for a news story, correct an egregious error in a news story, share an opinion</p> <p>Essential elements</p> <p>HEADING <i>To the Editor: (If writing directly to the writer, substitute Dear Mr./Ms. ____)</i> <i>Re: "headline" and date of article</i></p> <p>BODY <i>Make main point succinctly in first paragraph</i> <i>1-3 paragraphs</i></p> <p>CLOSING <i>Your full name</i> <i>City, state</i> <i>Your phone # (Only if requested by news organization)</i></p> <p>Send within 24 hours of news story's release Fact check and proof read your piece carefully Establish your credibility (i.e., work in a mental health org, lived experience, expert) Review news organization's guidelines on letters before you send Don't worry if your letter is not published; try again</p>

<p>Op-ed (Opinion Editorial)</p>	<p>What is it? A longer piece (500-600 words) typically published by newspapers, magazines, which expresses the opinions of a named author usually not affiliated with the publication's editorial board. Op-eds are different from <u>editorials</u> (opinion pieces submitted by editorial board members). Piece is intended to persuade readers and is typically, not tied to a specific news story but is typically pegged to an event or to an impending policy decision.</p> <p>Why do it? Potential to reframe a discussion; lay out a new argument; can influence policy processes</p> <p>Essential elements Lede (<i>Around a news hook</i>) Thesis (<i>Statement of argument – either explicit or implied</i>) Argument: <i>Based on evidence (such as stats, news, reports from credible organizations, expert quotes, scholarship, history, first-hand experience)</i></p> <p>1st Point</p> <ul style="list-style-type: none"> ○ <i>evidence</i> ○ <i>evidence</i> ○ <i>conclusion</i> <p>2nd Point</p> <ul style="list-style-type: none"> ○ <i>evidence</i> ○ <i>evidence</i> ○ <i>conclusion</i> <p>3rd Point</p> <ul style="list-style-type: none"> ○ <i>evidence</i> ○ <i>evidence</i> ○ <i>conclusion</i> <p>“To Be Sure” paragraph (<i>in which you pre-empt your potential critics by acknowledging any flaws in your argument, and address any obvious counter-arguments.</i>)</p> <p>Conclusion (<i>often circling back to your lede</i>)</p> <p>Essential to establish credibility; will ask for photo and one-sentence by-line on yourself Review news organization’s guidelines on op-eds before you send Fact check and proof read your piece carefully Not as time dependent so more time to refine Usually single authored</p>
---	--