



Letter to the editor

Individualize this letter by:

1) adding something in the first sentence that links it to a story you saw in the publication—for example, any tobacco related story, especially if it is about Altria/Philip Morris, but also you might link to a story about social responsibility, advertising, addiction, etc.—think creatively of ways to link an issue to YOUR issue!

2) adding your own ‘local’ touches—e.g., linking it to an issue in your community. Remember, though, to keep it short to have a better chance of publication! Editors generally prefer letters of 200 words or less. This one is only about 117 words so you have some room to add your own personal touch.

To The Editor:

The story on _____ (Date) caught my eye because _____. As a nurse, I have witnessed far too much preventable suffering and death due to tobacco. The tobacco industry claims that smoking is an “individual choice” –but ignores or minimizes the “choices” it has made in continuing to aggressively advertise and promote products that even it now admits addict and kill when used as intended. Let’s get real. Nobody “chooses” to sit hunched on the edge of the bed, gasping and terrified. A strong majority of the public wants to see an end to tobacco advertising. It’s time for the industry to demonstrate genuine “social responsibility” by voluntarily ending all active promotion of cigarettes and other tobacco products.

Sincerely,

[Name, address, and phone #--often editors will want to call to verify that you wrote the letter before publishing it]