

Tips for writing a media response letter

When writing a media response letter, keep the following tips in mind:

- Address the letter to the appropriate person.
 - For a print publication, address correspondence to the “letters to the editor” section. If no such section is available, address the author directly.
 - For broadcast media, address correspondence to the producer of the show or the station’s news director.
 - For an online publication, follow the steps for a print publication submission. If no electronic version of the “letters to the editor” section is available, submit your response to the comments section or the Webmaster.
- Note the date, title of article or segment and author of the inaccurate material.
- Include verbatim the inaccurate statement(s) and why it was inaccurate. Be sure to back up your statements with facts.
- Keep the letter specific and to the point. A response letter should be no longer than one page in length.
- Response letters are not intended solely to reprimand the media. They should also be used as a way to educate and inform the public. Enclose a copy of the [AOA’s educational brochures](#), “What is a D.O.?” “Osteopathic Medicine;” and “OMT-Hands-On Care”, or include a reference to www.osteopathic.org for more information.
- Make yourself available. Include your contact information in the event that the writer or producer would like to follow-up with you for more detailed information.
- Mail or fax a copy of your letter to: **AOA’s Department of Communications**
American Osteopathic Association Department of Communications c/o
Media Relations Division 142 E. Ontario Chicago, IL 60611-2864 OR Fax
(312) 202-8204