

TIPS for Getting Published

Many of WAVES' members spend a lot of time writing letters and articles to newspapers, magazines and other media sources, but are understandably disappointed when their submission is not published or aired. We ask them to keep trying and keep faith, but also to look at any possible reason for the rejection.

You have to understand that an Editor has to select from amongst many submissions with relevance, content, tone, brevity and variety in mind. Also a basic requirement: the submitted letter or article has to fit in the space available.

With all these 'conditions' in mind, here are some tips that may help you get into the columns and onto the airwaves:

- ***Pick your moment***

Be on the look-out for newspaper articles or radio discussion about topics close to your cause and then act quickly. They do not have to be about voluntary euthanasia law reform *per se*. Any moral issue (dignity, human rights, sanctity of life, palliative care, etc) could provide an opportunity to publicise your opinion.

- ***Be quick***

Submit the same day. Certainly no later than the following day.

- ***Be brief***

Scrutinise your text critically. Rephrase long passages. If you don't, the Editor will.

- ***Be nice***

Expression of emotions is OK up to a certain point. Readers are likely to dismiss your argument if you are aggressive or overly emotional. Keep in mind: a rational, informative dialogue has more impact than a lengthy, moral lecture.

- ***Make sure you have your facts right***

Substantiate your claims with references, if possible. Do your research before committing yourself.

- ***Identify yourself***

Provide your name, address and phone number. The media have a duty to ensure that you are genuinely the author of your submission. They will call you to confirm this. It is to protect them from legal suits that may arise from publishing a submission that turns out later to have been maliciously submitted in your name by someone else. No contacts details, no publication. But you can, of course, request to be published anonymously after confirmation.