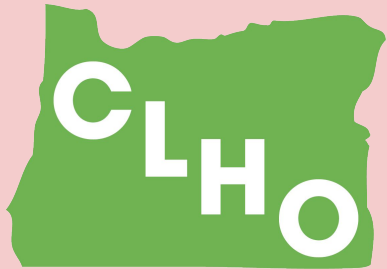


# Legislative Training: Part 4

★ How to Testify &

★ Write Letters to the Editor (LTEs)



Coalition of Local Health Officials

Oregon Coalition of Local Health Officials  
Sarah Lochner, Executive Director, MA

Guest: Lizzy Atwood Wills, Wills Strategies

# AGENDA

- Understand your three options for providing testimony
- What to include in your testimony
- Best practices for delivering verbal testimony
- Watch some short examples of verbal testimony
- Play Testimony Bingo: What did you observe?
- Learn the difference between an Op Ed and a Letter to the Editor
- How to write a Letter to the Editor (LTE)



# How to Testify: Prepare & Polish

## Written Testimony

- Professional looking format
- Include your name and email
- No limit on length, but brevity is still a good idea
- Address specific language / cite lines or sections
- Data, visuals, hyperlinks and citations

## Verbal Testimony

- Brief summary of written testimony
- Speak to the effects of the bill
- A couple data points / research
- Real life example or story
- Don't use acronyms without explaining them.

## Tips & Tricks

- ★ Prepare your talking points in larger font, using colors for visual cues.
- ★ Virtual testimony: use your screen as a teleprompter and scroll while looking at your audience.
- ★ PRACTICE, PRACTICE, PRACTICE!

# Best Practices: Verbal Testimony

## Virtual

- ★ Dress to impress
- ★ Have talking points up
- ★ Test your technology
- ★ Follow directions given by committee / chair
- ★ Listen to others testify and adjust / reference
- ★ Always be calm and polite

## In Person

- ★ Dress to impress
- ★ Bring talking points on paper
- ★ Leave an hour early
- ★ Listen to others testify and adjust / reference
- ★ Always be calm and polite



# Formal Protocol of the Oregon Legislature

## Introducing yourself

“Chair Patterson, Senator Manning: Thank you for that question. It is confusing to have two different rules. Having one rule for bars/restaurants and another for other businesses will create confusion and drive complaints up.”

“Chair Patterson and members of the committee, my name is Sarah Lochner, here today on behalf of the Oregon Coalition of Local Health Officials, referred to as CLHO.”

## Answering questions

# Examples & Resources

- CLHO Written Testimony on [HB 4101 \(2022\)](#).
- Rep. Schouten's [one-pager on the need](#) for HB 4101 (2022).
- [CLHO Virtual Verbal Testimony](#) (video) on HB 4101 (2022), begins at 14:39.
- [In-person Verbal Testimony](#) (video) on HB 4016 (2019), begin at 27:10.

## Testimony Bingo

★ Download, print, and play along!

## Oregon Legislature How-To Guides

- [How To Testify Remotely](#)
- [How To Submit Written Testimony](#)



# Testimony Bingo!

Gave brief testimony	Left home an hour early	Introduced self using formal protocol	Shared a story	Explained an acronym
Remained calm and polite	Gave a real life example	Spoke to the effect of the amended bill	Provided a couple of data points	Forgot to mute microphone when off camera
Dressed to impress	Got angry at Chair for mixing up affiliation name	 Free Space	Made the legislators laugh (in a good way).	Read the testimony like a robot
Had talking points on paper	Followed directions given by committee chair	Had a pet/child/family member interrupt during testimony	Cited specific lines/sections of bill/amendment	Answered a question using the formal protocol
Stayed on camera after testifying virtually	Referenced academic research	Referenced testimony given by others	Tested the technology in advance of hearing	Explained ORS numbers referenced

# Questions?





# How to write Letters to the Editor

- Define what letters to the editor are and why they are an important component in advocacy
- How to write and submit LTEs
- Discuss CLHO Messaging
- Template for writing an LTE



# Defining LTEs

- Definition of a LTE
- Difference between LTEs and Op-Eds
- Why we write LTEs



# The Components

- Introduction
- Storytelling
- Connect to messaging
- Closing statement



# Where and How to Submit

- Submission process
- News outlets

**WILLAMETTE**  
**WEEK**

**The Oregonian**

**statesman journal**

# Messaging

- Education first
- Values based messaging
- Connecting to your own experiences



# Examples and Resources

- [LTE Toolkit](#)
- Example + Template

## Next Steps:

- Draft your LTE
- Find a friend (or communications professional!) to edit for you



# Questions?

