



Tips for Using Letters to the Editor for Advocacy

Letters to the editor are a powerful and FREE way to communicate with decision-makers and your community. Lawmakers are very interested in what voters are saying in the local press, so don't be shy about submitting a letter to the editor to praise their actions, challenge their actions, or simply to draw attention to the fact the people in their community care about the arts and design sectors and they should too!

- Check the paper's guidelines for writing letters, which should be stated on the editorial page. Follow the instructions for submission (either through an online link or via email) and word limits (to which you must strictly adhere!).
- Include your name, address and daytime telephone number—include title if pertinent. Expect to be contacted to confirm that you submitted the letter and be sure to respond or your letter will not be printed.
- Letter should generally be 200 words or less, but check specific newspaper's policy. (Letters are sometimes subject to condensation by newspaper.)
- Some newspapers have online submission features, i.e. you can copy and paste your letter directly into a text box and click "submit". In other cases, you will need to email your letter to the newspaper.
- If you are emailing a letter to the editor to a newspaper, paste the letter directly into the body of your email. Many reporters will not open attachments.
- Write letters about current issues and recent news articles or editorials – this increases your likelihood of having your letter printed.
- Include all relevant information about the issue—most importantly, why it's important to you personally. Papers may print letters to the editor each day or once weekly. Letters to the editor may be published right away, can take weeks or may never appear in print. Don't get discouraged if your letter isn't printed – try again!
- Remember, if you receive a phone call from the newspaper, return the call! Newspapers often phone letter writers to confirm the submission.

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