



Tips for sending an effective letter to the editor of a local or regional newspaper:

The letters to the editor section is one of the most widely read sections of any newspaper or periodical. This section offers advocates a chance to reach a broad audience and provide readers with information and insights on unfamiliar issues that often inspire readers to take action.

1. Be professional and identify yourself

Letters should be typed or neatly handwritten. Language should be polite, but persuasive. The publication will need to authenticate the letter, so sign your letter and provide contact information, including an address and daytime phone number.

2. Keep it brief and get to the point

Keep it short and to the point. Most published letters are 200 to 250 words. Introduce yourself and quickly describe your roll. Next, state the case you wish to make using powerful details that are important to the readers of the paper. Do not make broad statements that can't be backed up with facts. It's best to focus on what is most important rather than trying to address every part of the problem. Keep your argument simple and the letter short.

3. Relate it to home

Newspaper readers care about how an issue will affect them or their families locally. Including local facts or references in your article increases the chances it will be published and will draw the publications readers' interest.

4. End with a call to action

Ask readers to follow up. For example, urge them to join you in calling on policymakers to address the issue.



Letter to the Editor Template

<Date>

<Name of media outlet or publication>

Attention: <Dr./Ms./Mr. editor's first name and last name* or Editor>

<Address 1>

<Address 2>

<City, State/Province, Zip/Postal Code>

Dear <Dr./Ms./Mr. last name of editor or Editor>:

Introduction

<State your reason for writing here.>

Case

<State your case here. Include facts, references or research here to establish credibility. Mention your expertise on the issue. Keep length in mind. Acceptable letter length will vary. Look at the newspaper's or periodical's letters section to get a feel for an appropriate length. Include a call to action, asking readers to follow up with some activity, such as calling on policymakers to address the issue.>

Conclusion

<End with a strong, positive statement in support of your case.>

Sincerely,

<Writer's signature>

<Name of writer>

<Writer's title>

<Writer's organization's name and address>

<Daytime contact information>

**Find the editor's name on the masthead of the publication.*



Letter to the Editor: Talking Points

- Play is important to the social emotional and physical development of our kids.
- Kids that play are healthier, do better at school, have the ability to build strong and positive relationships and have reduced feelings of depression and anxiety.
- Despite all these benefits, not all kids in the City of Rochester have the opportunity for 60 minutes of daily active play. Neighborhood safety, no daily recess at school, and traffic concerns are why.
- It's time to bring play back into our neighborhoods and offer kids the opportunity to just be kids again. That's why on Saturday, July 16th my neighborhood is taking part in Healthi Kids' "#PlayROCs your Neighborhood" event.
- Play can happen anywhere. Let's think about play as a part of our everyday lives again. Our kids deserve that from us.