



**SIERRA  
CLUB**

## Letter to the Editor

Want to say something about an environmental issue? Write a Letter to Editor! It is an easy way to express your opinions and share your ideas with the local community. To maximize the chance of getting published, Sierra Club crafted a simple guideline based on our experience working with the media.

### How to write a Letter to Editor

- **Keep it brief**

Less than 200 words. Focus your letter on one point and don't bring up other issues in your writing. Stick to your point. Do not repeat your opponent's arguments or take the myth/fact approach. Restating a contrary position only serves to put it in print once again.

- **Make it local and original**

Newspapers care about what affects the people who buy their newspapers.

- **Make it timely**

Relate your letter to an article or issue that has been printed recently.

- **Include your contact information:**

Full name, address, phone number, email

- **Follow up**

Make sure to call the newspaper and ask if they received your letter (this will increase the chances of them printing your letter!) Show how your issue will have a local impact, or how it will affect you or your family. Do not copy talking points or materials verbatim. Use your own voice and story.