

-CORPS- STRATEGIES

Solutions for the Electronic Battlefield

Writing a Letter to the Editor

With an estimated 7 out of 10 people who read newspapers being General Election voters you need to utilize Letters to the Editor (LTE) to enrage and engage.

A LTE is only effective if you can motivate people to action. To truly show a positive effect for the cause you must remember the 3 keys:

1. [Credibility](#)
2. [Professionalism](#)
3. [Optimism](#)

Credibility

1. Do your research
 - a. Find LTE for and against your cause
2. Develop a theme and talking points to support it
 - a. Spell out your point
 - b. Don't let the reader infer what you are trying to convey
3. Establish yourself as a credible source
 - a. Clarify why your opinion matters
 - b. Mention your experience with the issue
4. Provide context by personalizing as much as possible
 - a. Quick story, antidote, etc...
5. Mention credible community organizations/leaders who share your view
6. Try to refrain from bashing those against you
7. Give your name and general location

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Professionalism

1. Be coherent
 - a. No more than 3 talking points
 - b. Simple and to the point
2. Structure
 - a. Maintain focus with every paragraph
 - b. Opening paragraph
 - i. State your problem / solution / theme
 - ii. State the implications to the reader / community
 - iii. Establish credibility
 - c. Paragraph per talking point
 - i. Simply state your opinion
 - ii. Provide credibility i.e. facts, figures, historical information, etc...
 - iii. Action that's needed
 - d. Closing paragraph
 - i. Provide a solution
 - ii. Tell the readers what action to take
3. Ensure there are no spelling, grammar, or punctuation mistakes
 - a. Suggest using Microsoft Word then cutting and pasting into LTE webpage
4. Avoid using abbreviations and slang
5. Don't be rude or obscene
6. Personalize and avoid being partisan
7. Write for a 7th grade reading level
 - a. Plain language
 - b. Short but complete sentences
 - c. Short paragraphs with only one thought

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Optimism

1. Watch your tone – always, always, always be positive
2. Have a solution not a gripe
3. Try to appeal to all those with common sense

Ready to publish it?

1. Find circulations that should be sympathetic
2. Don't shy away from the smaller circulars as they are often more likely to publish a well articulated argument
3. Provide contact information as someone may wish to contact you within a day or two before they proceed
4. Send to local centers of gravity supportive to your cause
5. Don't forget about blogs

Click [here](#) to email an LTE using your zip code

Click [here](#) to go to the Internet public library