

From the UCC Document - Take Action | Public Policy Advocacy Guide ([PDF Download](#))
pp23-24:

Writing a Letter to the Editor:

Letters to the editor are an excellent way to expand on an article or respond with another viewpoint. This section is one of the most widely read sections of the paper. To improve the chances of having your letter published, submit it as soon as possible – within twenty-four hours if you can and no more than three days after the article you are responding to appears.

Refer to the article you are addressing by title and date it appeared. Stick to one point. Keep your letter short. Use sound reasoning, facts, and firsthand experience. Find out your newspaper's requirements for submitting a letter. Often you will need to sign your letter and provide your address and phone number.

Writing an Opinion Editorial (Op-Ed):

Choose a current topic or “news peg” on which to hang your opinion. Express your point of view clearly and boldly in the first paragraph. Use simple, short sentences and paragraphs. Avoid jargon. Include at least one memorable phrase for use as a pull out quote. Close on a strong note. A short, powerful, last paragraph should drive your point home. Make it personal (avoid form letters) and provide accurate information. Think of images or ways to make your message powerful and concrete. Stories and personal experiences are often very persuasive. Create a picture in the reader’s mind.