

LETTER TO THE EDITOR - GUIDELINES

In General

- Keep your letter at **250 words maximum**
 - Some newspapers allow up to 400 words, but most generally seem to limit you to 250. It's not a lot so make every word count!
- Focus on **one issue/idea per letter**
 - Due to the word limitation, it is important to make sure your letter doesn't lose focus.
 - Use the Talking Points for ideas on issues or to learn Mark's position on specific issues
- **Include sources for facts and figures** mentioned in your letter, either in the text of your letter or as a note at the bottom.
 - The newspaper may wish to verify that what you are saying is true before they publish the letter.

If Sending an E-Mail to the Editor

- Give a brief introduction letting the Editor know what the letter is on.
 - For example, "This is an editorial piece on the Republican Primary for Governor. It concerns Mark Neumann's position on job creation."
- Always include your **Name, Address, and Phone Number**
 - This is simply so the newspaper may verify that you are indeed who you say you are.
- **Include the letter in the actual E-Mail**, do not send as an attachment
 - Many Editors won't open attachments sent to them, due to SPAM and viruses.
- In most cases, contributors are **limited to one published letter per month**
 - Consider writing and submitting letters to multiple newspapers.
 - Consider writing a letter for someone else.



If Filling in the Form on a Webpage

- Fill in the all of the required fields; including your **Name, Address, Phone Number, and E-Mail**.
 - This is simply so the Newspaper may verify that you are indeed who you say you are.
- In most cases, contributors are **limited to one published letter per month**
 - Consider writing and submitting letters to multiple newspapers.