



## 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.

2120 Pewaukee Road, Suite 150 ~ Waukesha, WI 53188 ~ (262) 349-9498

[www. MarkForGov.com](http://www.MarkForGov.com)

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**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**.
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