

Letter to the Editor Template

Letter to the Editor Template

Editor's Name

Newspaper Name

Editor's Address

Date

Dear Editor,

The opening line should reference the article you are referencing (i.e., With respect to the article “titled like this,”), and then state your position. The rest of the paragraph should summarize your issue of concern in a way that captures the attention of the reader. This is your opportunity to tie your issue to a recently discussed topic, take a stance on a debated topic, or correct an error or misrepresentation you felt was portrayed in an article.

Explain your ties to the issue. In other words, why are you speaking out about the subject? The subsequent paragraphs should further explain your issue and why people should care about it. If you have data or statistics to bolster your argument, this is a good place to use them.

Follow your explanation with a call to action. What is at stake if no action is taken? What will happen if people respond with action? Make the consequences of each very clear, and try, when possible, to inform the reader about the direct impact of taking or not taking action.

In your concluding paragraph, recap your point, reiterate your call to action, and include specific information on how readers can get involved.

Sincerely,

Name

Organization

Email

Phone number

This resource is adapted, with permission, from Media Matters: The Complete Guide to Getting Positive Media Attention, on the Advocacy & Communication Solutions, LLC, website. Review the full guide at <http://bit.ly/2aHvZDm>.

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