

How to Write to Your Editor

7 Tips for Awesome Earned Media

If you've ever read an article either in print or online and had a major reaction to it (good or bad), writing a letter to the publication's editor is a great way to express yourself.

Here is how to do it well:

Check specifications.

Is there a word limit? Follow it. A special way that the document needs to be submitted? Do you need to include pictures or extra information? Make sure you do exactly what the publisher requires. If you don't, you've already lost your opportunity for having your voice heard.

Start strong and stay on point.

Write an attention-grabbing opening and use present tense. Your comments should be short, so get right to it.

Be timely.

Whatever topic you are addressing should be recent. Be sure to cite the article at the beginning of your letter (refer to title, date, author).

Know the audience.

Keep the site/periodical's target readers in mind as you write your response. Are they parents, executives, teens, or a mix of the community? Make sure they will understand your comparisons, abbreviations, and other references.

Give readers somewhere to go.

Provide a way for people to take action on the issue and spread the name of your organization if you have one. Suggest volunteering ideas, provide your website or Facebook link.

Check your work, and then check it again

Once you have finished writing, spell and grammar check your note. Perhaps, ask a teacher or parent to review your editorial.

Make sure it gets into the right hands.

Send it to an incorrect address or the wrong contact and it'll probably get trashed. The address is normally on the "Letters to the Editor" page near the bottom of a newspaper. On a website, look for a "Contact Us" tab.

