



Write to your Newspaper

Letters to the Editor are a great tool for demonstrating public support for a campaign or effort. The opinion page is often the most read page of a newspaper, and public officials pay close attention to the opinion pages of their local papers.

Step-by-Step

- 1. Choose your paper.** There are many newspapers in New York that accept letters to choose from, no matter where you live. The more local, the easier to get published. The more readership, the more impact. Here are a few of the most important: Albany Times-Union (Capitol District and statewide), Newsday (Long Island), Long Island Press, The Post-Standard (Syracuse), The Buffalo News, Press & Sun Bulletin (Binghamton), Democrat and Chronicle (Rochester), Journal News (Hudson Valley), Staten Island Advance, Brooklyn Eagle, NY Daily News (NYC and statewide), Village Voice (NYC), AM New York (NYC), New York Times (national), Wall Street Journal (national)
- 2. Look up their guidelines.** Every newspaper has specific guidelines for writing letters-to-the-editor: how long it should be, who it should be sent to, how to identify yourself, etc. Make sure to look up your newspaper's guidelines. If they haven't published any online, your safest bet is to keep it under 200 words, and email it directly to the managing editor, whose email you can usually find in the 'Contact' section of the newspaper's website.
- 3. Write your letter.** Here are 3 key tips for maximizing your chances of getting published.
 - a. Reference a recent piece of news or a local development. Even national news on climate, energy, or environmental justice can be used as a pivot back to the importance of passing ambitious climate legislation in New York.
 - b. Convey your personal values/beliefs/emotions to demonstrate the depth of your connection to the issue.
 - c. End it with a call to action for the your reps such as: **I hope the Governor and my own rep _____ show New Yorkers they're taking climate change very seriously. They can start by publicly prioritizing the Climate and Community Protection: locking in our clean energy goals, ensuring fair**

labor standards, and getting frontline communities the resources they need.

- 4. Submit and follow up.** Make sure you ask them to confirm their receipt when you email in your letter. They will usually email you if they're going to publish, but not necessarily—you may have to keep tabs yourself. If you let us know by emailing dan.sherrell@nyrenews.org!
- 5. Leverage on social media.** If your letter gets published, post it on Facebook and tag the rep you mention, to ensure they see it.