

# LETTER TO THE EDITOR GUIDE



## Why should I write?

Letters to the editor can reach important audiences and play a vital role in showing local support for RCV. They are a key tool for informing people who might not be reached by other traditional campaign practices.



## Questions?

Email Ben - [ben.chapman@fairvotewa.org](mailto:ben.chapman@fairvotewa.org)

## How do I submit an LTE?

### 1. Find your local paper.

If you don't know it immediately, it may take some research. Talk to your friends and neighbors about which local outlets they read and trust. If you still can't find one, check surrounding cities and towns that might have a popular paper. Many outlets accept submissions from surrounding areas.

### 2. Note the guidelines for that paper.

Different newspapers have different preferences, so make sure your letter fits their requirements. Usually, letters should be under 200 words and they should touch on a newsworthy topic. You can often find a paper's guidelines in the Opinion section or by emailing the editors.

### 3. Find submission instructions.

Some newspapers offer a form for you to fill out and others might just have an email address. Older papers even accept mailed in submissions! After you submit, editors might follow up with a phone call to confirm you are who you say you are, so make sure you answer your phone!

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**FairVote**  
WASHINGTON

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## RCV Resources and FAQ



### What are some tips for good LTEs?

- Write the first paragraph about YOU! What is interesting about you and why should people care what you have to say?
- Be relatable! People look at the LTE section of their paper to see what others in their community think. Don't worry about producing the most flawless, polished, professional work. Make it human.
- You can't change everyone's mind! LTEs are about spreading awareness. Think about what influences people's decisions and write your letter to appeal to their values. Just plant the seed in their mind.
- Be nice! Being polite and cordial will maintain your authority and trust with the reader and it will help spread the positive values of FairVote Washington.
- Mention your elected officials by name if you're talking about legislation or a current political topic. Every morning, officials check places that they were mentioned in the news. Your letter will definitely catch their attention.

### Why ranked-choice voting?

**CIVILITY**



**REPRESENTATION**

**VOTING POWER**



**CHOICES**



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