

## **WRITING LETTERS TO THE EDITOR OF YOUR LOCAL NEWSPAPER**

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**Be brief and keep to one page.**

**Refer to recent editorial or article**

**Mention your legislator's name.**

**Send copy to your legislator.**

**Be concise and accurate.**

**Describe how issues affect ordinary people.**

**Indicate gaps in legislator's position.**

**Use examples and vivid words.**

**Give your name, address and phone number or email address.**

**Write periodically and encourage others to write.**

## **EFFECTIVE UTILIZATION OF PRINT MEDIA**

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**Establish a contact at a newspaper for local units news.**

**Notify the contact of upcoming events by date, time and location.**

**Schedule a photographer for the event.**

**Send by email (preferred body of letter) a press release to the contact along with pictures, according to the deadline requirements.**

**Send a thank you note to the contact.**

**Present your local unit media contact with the "School Bell Award".**