

- ❑ Keep it short.
  - ❑ Many newspapers have a word limit, but keeping it short is also good for keeping the reader's attention.
  - ❑ Get to the point quickly. Don't beat around the bush.
- ❑ Be specific.
  - ❑ Use examples, data, statistics or other information to support your opinion. Explain how that affects the everyday person's life.
  - ❑ Focus on the specific issue for the newspaper's readership. Instead of a general statement about "clean water," make it about a particular issue like plastic bags, bacteria levels, or turtle nesting.
- ❑ Be polite.
  - ❑ Use your platform to inspire readers to agree with you. Do not demonize.
  - ❑ Even if your letter is centered on a particular person, make it about that person's behavior or decision -- not them as a person.
- ❑ Close strong.
  - ❑ Give a final statement about why your opinion will benefit everyone.