



A Guide to Writing a Letter to the Editor

Writing a letter to the editor is a great way to spread the word about Zephyr. Newspaper publishers need content, and through short, punchy letters we can persuade voters to support our campaign.

Look for a Webpage

- ❖ Most publications will have a page on their website explaining how to submit letters to the editor. From those instructions you can find where to submit a letter and what exactly a newspaper's editorial board is looking for.
- ❖ Follow instructions! The New York Times has a [page](#) which reads "Letters should preferably be 150 to 175 words, should refer to an article that has appeared within the last seven days, and must include the writer's address and phone number." Other publications have similar instruction. It is useful to remember that these are requirements for one's letter to be accepted, rather than advice.

Open with a Strong Claim.

- ❖ Since you will be writing on behalf of Zephyr Teachout you should open with something strong, such as "Zephyr Teachout should be our next Attorney General" or "Sean Patrick Maloney does not have what it takes to be Attorney General" The rest of your letter should defend and clarify that original claim.

Follow Up

- ❖ When in doubt, send an email or call people in the newspaper. They can give advice for their specific publication.

Thank you for volunteering your time to support to Zephyr's campaign. If you have questions, feel free to contact our Press Secretary Cristina Gonzalez at cgonzalez@zephyrfornny.com. Your work is vital to getting Zephyr's name out to more people.