



How to... write a letter to the Editor

One of the best ways to raise awareness in your community is by being a voice for animals and writing a letter to the editor of your local newspaper.

Even as people move towards online news outlets, Letters to the Editor remain popular and well-read sections of a newspaper. This means that anything you write that gets published, will likely be seen and read by a lot of people.

If you've never written a letter to the editor before, you'll be surprised by how easy the process can be. Here are five easy steps below to help you write a strong and compelling letter to the editor.

1. Open with a polite greeting to the editor. Something simple like *To the Editor*, will do.
2. Make your first sentence engaging and straight to the point. An example could be: '*Hens are suffering in cruel battery cages.*' Or, '*Live Export ships condemn sheep to die at sea, it's time we ban this cruel trade.*' Think of what would make you want to read more. Making sure your letter is relevant to current news and events will help make it more compelling.
3. Keep it short. Letters to the Editor shouldn't be any longer than 150 words. All newspapers have their own guidelines on word counts and formatting, so please check your local paper for specific requirements.
4. Lastly, don't attack the editor or the paper. Aggressive letters are rarely published. Use your letter to make a compelling case without being offensive. A strongly worded but polite letter will have a much better chance of being published.
5. Sense check the letter with a friend or neighbour that knows very little about the 'issue'. Re-word any points they are unsure of. Once you are happy with your letter, email it to the editor.

If you have a letter published in your local paper, please let us know! We'd love to celebrate the little wins along the way that will help create a better world for animals.