

## Letters to the Editor

### *Quick Tips*

- **Keep it short.** Try to keep your letter to fewer than 200 words. Some publications have word limits and since editors are likely to trim your letter, the shorter your letter, the less they'll be able to cut and the more you are in control of what they publish.
- **Make it personal.** Share your personal experiences and how the issue impacts your life. Just make sure to avoid personal attacks and slander.
- **Proofread.** Make sure there are no glaring typos or grammatical errors in your letter.
- **Connect to a recent article.** Try to tie your letter to a story that recently appeared in the newspaper. It will increase your odds of getting published.
- **Follow the directions of the publication.** Publications often have submission guidelines. If they request your contact information, send it. Pay attention to word limits. This will help ensure your letter is read and considered.
- **Remember everyone.** Don't forget about local or independent papers when crafting your letter. Letters in small publications can have a big impact if they reach the right people. Also, you often have greater odds that your letter will be published.
- Be sure to share letters with us when they're published! Send to Stephanie Powell [powells@nwf.org](mailto:powells@nwf.org)

### **Option One: Responding to a Story**

DATE

To the Editor:

Regarding your article, TITLE, published in the PUBLICATION NAME on DATE, I want to thank the Gulf senators who are supporting the RESTORE Act.

The damage inflicted by the oil spill last year took a terrible toll on Gulf ecosystems including the diverse and valuable bird populations that call the Gulf coast states home. Congress should ensure that oil spill fines go to the Gulf. The RESTORE Act will make sure that happens.

This is sensible legislation with strong support from leaders on both sides of the aisle. During these deeply partisan times, this is an opportunity for Congress to show that it can come together to do what's right for the American people.

Restoring the communities and environment of the Gulf region is critical not only to the region's economy, but also to the strength of our national economy. Thousands of people visit the Gulf coast every year for birding and to see the wildlife that is unique to this region. The Gulf currently supports a \$34 billion per year tourism industry, and its fisheries support an estimated \$22.6 billion dollars in seafood, commercial and recreational fishing-related activity.

Using Gulf oil spill penalties to restore the Gulf region's communities, environment and economy is the fair and right thing to do. Congress must act this year to make that happen.

Signed,

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## **Option Two: Proactively speaking out**

DATE

To the Editor:

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