

# WRITING LETTERS-TO-THE-EDITOR AND OP-EDS

Letters-to-the-editor and opinion pieces (op-eds) are widely read by elected officials and the general public. They are an excellent way to advocate for teaching evolution and sound science. Here are some tips for reaching your community through the editorial pages.

## REACH LOCAL PUBLICATIONS

Submit letters and op-eds to local papers. These may have more impact on your community and are more likely to be published than those sent to national papers.

## DO NOT DUPLICATE

Do not send the same letter or op-ed to multiple papers and do not send more than one piece to the same paper in a short period of time--editors will not print them.

## MAKE IT RELEVANT

To increase your chance of getting published, relate your letter to a recent story covered by that paper. Make sure to reference the story by its publication date, title, and author's name.

## CHECK SUBMISSION GUIDELINES

Make sure that your letters and op-eds conform to the paper's submission guidelines and that you have included all of the necessary information.

## CONSULT WITH YOUR MEDIA OFFICE

If your institution has a media office, ask them for help. Particularly for op-eds, they can give you suggestions for improving your piece and help you identify papers likely to publish it.

## COORDINATE WITH YOUR ALLIES

If you are part of a group supporting evolution education, consult with them to ensure a steady stream of letters in order to cover all the relevant topics and to keep the issue in the public eye.

## **ADDITIONAL RESOURCES**

[\*\*FASEB's Guide to the Media\*\*](#) can be used to find the names and contact information of newspapers, editors, and reporters in your area.

[\*\*FASEB's Tips for Communicating Science\*\*](#) provides resources for communicating science to the public, press, and policy makers.

[\*\*NCSE's 10 Tips for Writing Letters to the Editor\*\*](#) provides tips specifically for writing letters about evolution education.

[\*\*Example Letter-to-the-editor\*\*](#)

[\*\*Example Op-ed\*\*](#)