



## **Advocacy Guide: Letters to the Editor and Op-Eds**

### **Tips for writing an effective Letter to the Editor (LTE):**

- Keep it short and to the point –check the paper’s word limit and don’t exceed it.
- Open with an attention grabbing line.
- Avoid jargon and write for an 8th grade reading level.
- Have a clear message and purpose.
- Share personal stories and reasons why you care (and why others should too).
- Conclude with a call to action. (Ex: I urge Maine legislators to pass LD 1234 and stand up for Maine kids).
- Make sure to include your email, phone number, and address. Before the paper publishes your LTE, they will either call or email you to confirm your submission.

### **Tips for writing an effective Op-Ed:**

- Use a “hook” – tie your op-ed into something relevant or newsworthy (e.g. a recent news story, upcoming legislative action, holiday or event, the release of a new study or finding...)
- Avoid jargon and use plain language.
- Speak from your expertise.
- Consider having a co-signer or co-author.
- Use state or local statistics and when possible to add relevancy.

### **Additional Resources:**

- [AAP Advocacy Guide](#) - guidance on how to craft an effective LTE/Op-Ed
- [The Op-Ed Project](#) - tips and tricks for writing a great Op-Ed

**If your LTE/Op-Ed is published, please send it to  
[madeleine.desfosses@maineap.org](mailto:madeleine.desfosses@maineap.org)**

## Where to Submit Your LTE/Op-Ed:

**Find a full list of Daily and Weekly Papers that accept LTEs [HERE](#)**

### **Portland Press Herald**

Letter to the Editor: max 250 words (online submission: <https://www.pressherald.com/readerservices/letters-editor/>)

Maine Voices Column (OpEd): 550-650 words; must include author's name, address, and daytime phone number (email to [mainevoices@pressherald.com](mailto:mainevoices@pressherald.com))

### **Bangor Daily News**

Online submission: <https://www.bangordailynews.com/submit/>

Letter to the Editor: max 250 words (may also email directly to [letters@bangordailynews.com](mailto:letters@bangordailynews.com))

OpEd Commentary: Max 650 words (may also email directly to [OpEd@bangordailynews.com](mailto:OpEd@bangordailynews.com))

### **Lewiston SunJournal**

Online submission: <https://www.sunjournal.com/letters-to-the-editor/>

Letter to the Editor: Max 250 words

OpEd Column: Max 700 words, must be exclusive to the SunJournal

Rebuttals to LTE/OpEds published in the last 2 weeks: Max 450 words

### **Kennebec Journal & Morning Sentinel**

Letter to the Editor: Max 300 words (submit online: <https://www.centralmaine.com/letters-editor/>)

Maine Compass Reader-Submitted Column: 650-750 words; must include author's name, address, and daytime phone (email to [letters@centralmaine.com](mailto:letters@centralmaine.com))