



Tips for Letters to the Editor

Letters written to the editor of your local or statewide newspaper can be an excellent way to show support of Les Gara as Alaska's next governor.

The Anchorage Daily News is Alaska's statewide publication. To send a letter to the editor, submit it directly by visiting this link: <https://www.adn.com/section/opinions/letters/>, then clicking the "submit" button at the top of the page. You can also email your letter directly to letters@adn.com.

Important! Newspapers have their own requirements for submitting letters to the editor, so be sure you review each publication before sending.

Not sure what to say? Here are some tips for effective letter-writing:

- Review the Les Gara for Governor website and become familiar with Les' stand on important issues. If your letter will relate to one of these issues, make sure you focus on accuracy. Only write about that which you are sure is true, and ask the campaign team for clarification if necessary (les@lesgara.com).
- State your most important points in the first two sentences. The attention span of readers is short, so you want to make an impact clearly and quickly.
- Keep it short. Newspapers generally limit letters to 200 words, and we recommend fewer than that. Be sure to list the Les Gara for Governor website (www.lesgara.com) so readers can follow up on their own.
- If sending your letter to multiple newspapers, be sure to do so in **separate** emails! Newspapers are less likely to publish a letter they know is already submitted somewhere else.

Thank you for taking on this important task!

~ Erin Kirkland, volunteer coordinator