



## Letter to the Editor Guide

Thank you for helping spread the word in your community about voting YES! on Question 3 by writing a letter to the editor (LTE)! Other than the front page, the editorial page is the most commonly read page of many newspapers. Therefore, it's an effective tool for citizens to make their voices heard in a political campaign. LTEs can be used to express your point of view in general or in specific response to a printed letter, editorial, or article. Only a few of the letters to the editor received by a newspaper are actually printed, so every letter we write – and every word within it – needs to count. By staying succinct and on message, using terms everyone understands, you will increase the likelihood of printing.

We're always happy to provide contact information for local papers and to do a quick fact check and proof read on your letter before you submit it. Email [info@citizensforfarmanimals.com](mailto:info@citizensforfarmanimals.com) or call us at (617) 522-2016.

### Guiding Principles

**Be prepared and follow the rules.** Most papers allow between 150 and 300 words. Shorter letters tend to have a higher chance of being printed and read. Each newspaper has rules regarding submission, for example, some have a form on their website, while others should be sent via email. We can share those specifics with you, just ask!

**Be timely.** A timely response to a specific piece will increase the likelihood that your letter will be published.

**Stick to the message.** In most cases, it is a waste of limited time, space, and energy to spend even one sentence talking about our opponent's point of view. Deliver our message instead of rebutting their points. Why give the opposition any more publicity that it already has? **Our message:** Vote yes on Question 3 to stop the cruel and inhumane confinement of farm animals by ensuring mother pigs, egg-laying hens, and calves raised for veal have enough space to turn around and extend their limbs.

**Be personal.** The reader should know how and why the issue affects you, your family, and your community.

**State your opinion with conviction.** Use common sense language that most people understand. Articulate but don't infuriate: be reasonable, rational, and show respect for others.

**Be clear.** Start off by referencing the article or letter to which you are responding, if there is one. If another piece didn't prompt your letter, here is a sample lead sentence: "I support the efforts by Massachusetts citizens to vote Yes! on Question 3 to protect farm animals from cruel confinement."

**Be positive.** Steer clear of extreme rhetoric that could alienate our silent supporters.

**Choose your words carefully.** A short, pithy letter to the editor may not be edited at all and this is an opportunity to get your message to the public, direct and unfiltered.

**Be thorough.** Be sure to include your daytime phone number and cell phone number, if you have one, along with your letter. An editor may call to confirm that you are the author.

**Let us know.** Please send original letters, editorials, or articles related to us! We'd love the press clip of your letter when it runs. You can email letters to [info@citizensforfarmanimals.com](mailto:info@citizensforfarmanimals.com) or mail them to:

**Citizens for Farm Animal Protection PO Box 470857 Brookline, MA 02447.**

Feel free to use facts and ideas from our fact sheets (available at [citizensforfarmanimals.com/resources](http://citizensforfarmanimals.com/resources)), but be sure the letter reads as your own work. If you want help crafting a unique letter, let us know and we'll help!

**Thank you for your help with this very important part of the campaign, gearing up for November 2016!**

## **Examples of Printed Letters to the Editor**

<http://www.telegram.com/article/20160201/NEWS/160209987>



### **LETTER: A worthwhile humane endeavor**

*February 1, 2016*

I'm writing in response to the letter titled, "Reject the egg sale ballot initiative." I won't stand for mud to be slung on the farm animal protection initiative petition that more than 133,000 Massachusetts voters signed to qualify for the ballot! Among the supporters of this initiative are veterinarians, farmers, meat eaters (yes, they too want more humane treatment of farm animals) and the MSPCA, all want a better world for BOTH animals and people. It's incredibly important initiative, not only because it offers much-needed protection from cruelty for farm animals, but also because it will ensure that Massachusetts' food supply is safe for consumers.

Cramming tens of thousands of animals into cages so small they are essentially immobilized is a sure-fire way for disease to spread rapidly. In fact, several studies show that egg-laying hens packed into tiny cages have higher rates of deadly bacteria, such as Salmonella, which is the leading cause of food-poisoning related death in the country, according to the CDC. Allowing farm animals the freedom to move around and stretch their limbs is a modest reform and a worthwhile humane endeavor that will bring about a safer food supply for Massachusetts families, no matter what some mud-slingers have to say.

Elizabeth P. Glixman, Worcester

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<http://scituate.wickedlocal.com/article/20151015/NEWS/151017812>



### **LETTERS: Help stop farm animal cruelty**

*October 15, 2015*

I'm a volunteer signature gatherer helping to put a measure on the ballot for November 2016. This measure would end the cruel confinement of veal calves, egg-laying hens, and pigs, and ensure products sold in our state meet the same requirements.

The cruelty is unacceptable. Calves are often chained by their necks in crates too narrow to turn around in or lie down comfortably. Hens are crammed in to cages so small that they can't spread their wings. Female pigs used for breeding are confined in crates 2 feet wide—they can't turn around or take more than a step forward or backward. These animals endure lifelong suffering. Cramming them into tiny cages promotes spread of disease.

If you believe, as I do, that all animals deserve at least the space to turn around and extend their limbs, and that we need to know that the food we feed our families is safe, please look for signature volunteers at supermarkets, shopping malls, local events, etc. Or, go to [citizensforfarmanimals.com/sign](http://citizensforfarmanimals.com/sign) to request a petition form. You can also get your friends and family to sign. We need 95,000 signatures before November.

We are lucky to live in a state where we have the power to make a significant change for the life of farm animals and the safety of our food.

## Heidi Kimball, First Parish Road

### Submitting your letter to your local newspaper(s)

**Condense and proof-read:** Shorter letters tend to have a higher chance of being printed and read. We've outlined some of the word-limit rules, below. Before you submit your letter, feel free to send to us at [info@citizensforfarmanimals.com](mailto:info@citizensforfarmanimals.com) to help consolidate your message, for feedback, or just for a quick proof-read. We're happy to help!

**Submit:** Each newspaper has rules regarding submission, for example, some have a form on their website, while others have an email address and require a specific subject line. We've outlined some of these below. If you're looking for info about another local paper, let us know and we can help!

### Select newspaper letter submission info

1. Boston Globe: [this online form](#) or [letter@globe.com](mailto:letter@globe.com) ; 200 words max
2. Boston Herald: [this online form](#) / [leterstoeditor@bostonherald.com](mailto:leterstoeditor@bostonherald.com) ; 200 words max
3. The Republican: [letters@repub.com](mailto:letters@repub.com) ; brief, may be edited
4. Telegram & Gazette: [letters@telegram.com](mailto:letters@telegram.com) ; 250 words max
5. The Patriot Ledger: [this online form](#) or [editpage@ledger.com](mailto:editpage@ledger.com)
6. The Sun: [this online form](#)
7. The Eagle-Tribune: [this online form](#) or [kjohnson@eagletribune.com](mailto:kjohnson@eagletribune.com) ; 250 words max
8. Cape Cod Times: [letters@capecodonline.com](mailto:letters@capecodonline.com) ; 200 words max
9. The Standard-Times: [this online form](#) or [letters@s-t.com](mailto:letters@s-t.com) ; 200 words max
10. The Berkshire Eagle: [letters@berkshireeagle.com](mailto:letters@berkshireeagle.com) ; 300 words max
11. Danvers Herald: [danvers@wickedlocal.com](mailto:danvers@wickedlocal.com)
12. The Salem News: [this online form](#) ; 250 words max
13. Metro Boston: [letters@metro-boston.com](mailto:letters@metro-boston.com) ; 75-100 words
14. The Boston Phoenix: [letters@phx.com](mailto:letters@phx.com) ; letters should be double-spaced
15. Daily Hampshire Gazette: [opinion@gazettenet.com](mailto:opinion@gazettenet.com) ; 300 words max, "Letter to the Gazette" in subject line
16. The Boston Pilot: [this online form](#) or [lettersATthebostonpilot.com](mailto:lettersATthebostonpilot.com) ; 250 words max
17. Sentinel & Enterprise: [Letters@SentinelAndEnterprise.com](mailto:Letters@SentinelAndEnterprise.com)
18. The Taunton Daily Gazette: [letters@tauntongazette.com](mailto:letters@tauntongazette.com)
19. The Daily Free Press: [letters@dailyfreepress.com](mailto:letters@dailyfreepress.com) ; 250 words max
20. Daily News of Newburyport: [mbuchs@newburyportnews.com](mailto:mbuchs@newburyportnews.com)