

## Writing to Your Local Paper

Traditional media is a quick and low cost, but highly effective way for communicating educators' priorities.

Here are some tips on engaging through traditional media:

1. Before you start writing. Read the submission info to ensure you are following the length guidelines, meeting the submission deadline, and sending to the right person.
2. Start writing. Use this simple structure.
  - a. Establish your credibility. A simple phrase such as "I have spent the last 20 years teaching at Gillis School" creates a mental image which brings you and your point alive.
  - b. Localize the issue. Use phrases like
    - i. In my experience...
    - ii. I have seen...
  - c. Clearly state your point/concern early in the letter.
  - d. No jargon. Speak plainly and directly so that everyone gets your point.
  - e. Request that a particular action be taken. Encourage readers to vote!
3. Maintain professionalism. The letter should reflect your passion for the issue, and contain crisp, cogent arguments that support your stance. This is not an opportunity to bash your employer or vent.
4. Read out loud. Before hitting send, make sure to read the letter or opinion piece out loud. Your ear will catch things your eyes may not, like run-on sentences and misplaced punctuation. You'll even pick up on "tone" that needs refining. Have someone else read it, too. We are happy to look it over. Send it to [coms@mbteach.org](mailto:coms@mbteach.org).

## Where Do I Send It?

*Winnipeg Free Press*

*Winnipeg Sun*

*Brandon Sun*

*Community newspapers*

## What if It's Not Published?

Don't be discouraged. If your letter or op-ed is not published, turn it into a post on your Local website or send via email to your members.