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Letters to Editors and Other Publicity for Wyoming Promise

- Letters to the editor = one of most-read sections of the paper; also generate discussion among community members. Great way for us to network and educate voters about WY Promise.
- Important to get regular and frequent letters out, and from many different people
 - Decide what type of letter to write. Options:
 - Informational letter
 - Response to an article in the paper
 - Response to a recent event that illustrates how big money influences politics
- Get a word count from the paper's website. Also check for other guidelines and editor's name and email address.
- Good resource: Wyoming Press Association- www.wyopress.org
- Limit yourself to one or two main points; get to the main point in the first 2 sentences
 - Include local connections to the issue
 - How does the issue personally affect you? E.g. I like my vote to count.
 - Briefly describe terms like "Citizens United" or "dark money."
 - Keep it brief, focused, and interesting.
 - Stay positive.
 - End with a call to action—visit wyomingpromise.org and sign up to volunteer.

- Submit online or by email.
 - Cut and paste the message into the body of an email. (No attachments)
 - Include your name, address, phone #. Only name and home town will be published.
- Call or visit your local editor:
 - Ask what types of news about WY Promise they're likely to cover.
 - Ask to write a longer op-ed piece.
- Another great way to get free publicity – local WY Promise meeting notices
 - Free notices in paper's Local Briefs or Community Calendar section
 - Albany County uses this verbiage in every notice:

“Wyoming Promise is a state-wide, non-partisan movement to get big money out of politics and bring back free and fair elections. The Supreme Court’s 2010 decision *Citizens United vs Federal Election Commission* gave free speech rights to corporations, opening the floodgates for unlimited campaign funding to influence elections. Wyoming Promise’s goal is to place an initiative on the state’s 2020 ballot to call on Congress to pass a 28th amendment to the U.S. Constitution which would roll back *Citizens United* and bring voting power back to the people.”