

# Letters to the Editor

## Regarding letters to the editor

- 1) **Personal Point of View...** the strongest letters describe personal impacts and values
- 2) **Factuality...** stick to what you know
- 3) **Keep it simple...** avoid conditional statements: “While \_\_\_\_ is true, you should still support \_\_\_\_ because.” The more effective statement is: “I support \_\_\_\_ because.”
- 4) **Argumentative...** Debating points raised by others, especially identifying them, tends to give them press. Better to make the contrary point without detailing others contrary opinions.

## Here is contact information for some local papers:

### **Santa Cruz Sentinel – Letters to the Editor:**

Santa Cruz Sentinel, Letters to the Editor, 1800 Green Hills Road, Suite 210, Scotts Valley, CA 95066

(831) 423-4242; Fax (831) 429-9620; e-mail: [editorial@santacruzsentinel.com](mailto:editorial@santacruzsentinel.com)

Online submission: [www.santacruzsentinel.com](http://www.santacruzsentinel.com) (On the left side of screen click on Opinion – Letters)

**No more than 150 words.** Letter-writers should include their full name, street address and telephone number. They don't publish those details in the newspaper, but need the information for verification purposes

### **Good Times**

Good Times, P.O. Box 1885, Santa Cruz, CA 95061

(831) 458-1100; Fax (831) 458-1295; email: [letters@gtweekly.com](mailto:letters@gtweekly.com)

**Letters should not exceed 350 words** and should include city of residence

### **Metro Santa Cruz**

Metro Santa Cruz, Attn: Letters, 115 Cooper Street, Santa Cruz, CA 95060

(831) 457-9000; Fax (831) 457-5828; [cgawlick@metacruz.com](mailto:cgawlick@metacruz.com)

Online submission: [www.metrosantacruz.com](http://www.metrosantacruz.com) (On the left side of screen click on Contact)

They should be signed originals. Include an address and daytime phone number (for verification). Keep letters short; they may be edited for length. Letters sent via email should include email address unless otherwise specified.