

How to Write an LTE

Underwater HOA



Where: Miami Herald

Length: 200 words max. (keep it short)

Send to: HeraldEd@MiamiHerald.com

You must include your name, home address and phone number in the email for verification purposes.

Remember these are only guidelines. But you should definitely:

- **Make it personal**
- **Keep it simple**
- **Make it local and relatable**
- **Add a fact (if you can)**

Part 1: The what

Tell the readers what is happening - why are you writing? In this case, you could start with the issue of climate change and sea level rise, or talk about Underwater HOA and Xavier Cortada's art.

Here are some ideas to open your LTE:

- *Your experience at the Underwater HOA meeting/wanting to share with the community*
- *Factoid from the UN Intergovernmental Panel on Climate Change Report*
- *Fact about sea level rise or climate change in Miami*

Part 2: The why

This is your chance to shine! Let readers know why you're taking the time to write this letter. Perhaps you're concerned about your home or business with sea level rise, or your children's future. Make this section personal. Why does this matter to you or someone you know, and why should a reader care?

Part 3: The how

Now that you have their attention - what do you want readers to do? Here is your opportunity to encourage people to join the Underwater HOA, tell their neighbors, pick-up a yard sign, etc. Part 1 and 2 should convince readers that climate change and sea level rise is a real threat and they should join the Underwater HOA to help - now tell them how they can help make that happen.