



How to write a good letter to the editor: QLD

A Guide to writing awesome, powerful letters

Letters to the editor of local papers are an excellent way for politicians to gauge what the public is thinking. This is a how-to guide for writing powerful and useful letters that can inform the public debate around Adani's coal project.

What makes a good letter? Some tips:

- The best letters are short, snappy and **succinct** - never longer than 200 words.
- Try to limit your letter to **one central idea** so it is clear and easy to read. Don't be afraid to use humour if it suits!
- Good letters are **timely** if they are in response to a big announcement or event. This means written and sent on the same day.
- **Back-up your claims with facts** where appropriate. There are many resources on our website (see below for links).
- Try to weave in a **personal story** if you can and it is fitting. For example:
 - I'm a tourist operator on the Reef and Adani's coal mine will put my business in jeopardy.
 - I am a teacher and see school students are very attuned to the impact of climate change on the Reef and Adani's role in this.
 - I went to visit the Reef last year and am saddened by the fact the QLD Government is ignoring coral bleaching events in favour of more coal mining.
 - I'm a Townsville resident who has experienced the mining industry's boom-bust cycles and I think the future of Townsville should be solar.

What do I write about?

- If there are big announcements or events, a timely letter in response to them is great. For example, after the royalties deal, after coral bleaching events, after community events.
- If you are interested or passionate about a topic (such as renewable energy or the Reef), then definitely write about that!
- If you're unsure of what to say, have a look at www.facebook.com/stopadani or www.twitter.com/stopadani as a guide for responses after key events
- There are also a range of facts and reasons to stop Adani's coal mine on the Stop Adani website here: www.stopadani.com/why_stop_adani

Who do I write to?

Writing to your local paper is as important as writing to a Queensland paper like the Courier Mail or Brisbane Times, or a National paper. Your local MP and the State Government will keep an eye on opinions in your local paper. It also helps the Editor see that the tide of community opinion is turning against Adani's mine.

Your letter won't always be published but it is still important to try! If you are in Regional QLD, we suggest writing first to your local paper and if it isn't published there, send it to the Courier Mail.

Below are a list of the main papers that you can send your letters to. When you email them make your **subject line** "**Letter to the Editor**":

Media	Email or form-fill
The Cairns Post (Cairns)	letters@cairnspost.com.au
Daily Mercury (Mackay)	news@dailymercury.com.au
The Gladstone Observer (Gladstone)	newsroom@gladstoneobserver.com.au
Courier Mail (Qld-wide)	letters@couriermail.com.au
Townsville Bulletin	letters@townsvillebulletin.com.au
The Morning Bulletin (Rockhampton)	tmbully@capnews.com.au
Fraser Coast Chronicle	editorial@frasercoastchronicle.com.au
Whitsunday Coast Chronicle	letters@thechronicle.com.au
Gympie Times	editor@gympietimes.com
Queensland Times (Ipswich)	letters@qt.com.au
Central Queensland News (Emerald, Clermont)	news@cqnews.com.au
The Chronicle (Toowoomba)	letters@thechronicle.com.au
Sunshine Coast Daily	letters@scnews.com.au
Central Telegraph	letters@ct.com.au