



CHILDREN'S ALLIANCE

# LTE Guide



**Letters to the editor (LTE) are important tools for advocates like you.** They influence the press's coverage of issues facing Washington's kids and families; legislators read them; and they raise public awareness among fellow readers in your area.

## THREE TIPS

- Keep it short: 150-200 words, or follow the guideline listed on the letters submission page;
- Speak your mind: the best letters come from the heart;
- Make it personal: how does access to quality child care affect you, your family or your community?

## KEY MESSAGES

- Our tax structure disproportionately benefits the very rich, relying on sales, property, and business taxes with massive carve-outs for corporations and the ultra-wealthy. They pay the least, while the rest of us pay the most.
- All Washingtonians, no matter where we live or what we look like, should have what we need to thrive. But, even before the pandemic, many working families struggled to afford basics like food, rent, health care, and child care.
- While so many families struggle to make ends meet, the wealthiest in our state continue to get richer. They also benefit from an upside-down tax code that allows them to pay just 3% of their income in taxes, while those with the lowest income pay 17%. For too long, Washington's wealthiest individuals have not been required to pay their share in taxes, yet they reap the benefits of the community investments our taxes pay for.
- We need to protect and invest in the programs that will help drive economic recovery. By closing a tax loophole on capital gains that's allowed wealthy households to reap the benefits of our contributions, Senate Bill 5096 raises nearly \$3 billion in new, progressive revenue. That raises money for good schools, affordable child care, health care and other basics our families need.
- We pull through by pulling together, as we have done in our past. This means going all in for all of us. Working together across our racial differences we can demand that corporations and the wealthy few who have done well in Washington do right by Washingtonians. We all need to do our part to keep money flowing in our communities, and that includes making large corporations and the wealthiest few pay their share. When those who are doing well contribute their share, we all benefit.

## SAMPLE LETTER

Dear Editor

Washington state's tax code is consistently ranked the most regressive in the nation. Our wealthiest residents benefit from an upside-down tax code that allows them to pay just 3% of their income in taxes, while those with the lowest income pay up to 17%.

[Insert one or two sentences about why balancing our tax code matters to you]

It's time for Washington's wealthiest to pay their fair share. Our legislators should pass SB 5096.

Sincerely

Full name, address, phone, e-mail [the publication will only print your name and city/town of residence]

## WHERE TO SEND YOUR LETTER

### Seattle and King County:

[Seattle Times](mailto:letters@seattletimes.com): letters@seattletimes.com

[Reporter publications](#): letters may be submitted to member newspapers throughout western Washington

[NW Asian Weekly](#)

[International Examiner](#)

### Pierce, Thurston, Lewis County:

[News Tribune \(Tacoma\)](#)

[Tacoma Weekly](#)

[Olympian](#)

[Centralia Chronicle](#)

### Snohomish County and NW Washington:

[The Herald \(Everett\)](mailto:letters@heraldnet.com): letters@heraldnet.com

[Whidbey News-Times](#)

[North County Outlook](#) (Marysville, Arlington)

[Stanwood Camano News](#)

[Bellingham Herald](#)

### Central and Eastern Washington:

[Spokane Spokesman-Review](#)

[The Inlander](#)

[Black Lens](#)

[Yakima Herald Republic](#)

[Walla Walla Union-Bulletin](#)

### Kitsap & Olympic Peninsula:

[Kitsap Sun](#)

[Peninsula Daily News](#)

[Port Townsend Leader](mailto:news@ptleader.com): news@ptleader.com

### Southwest Washington and Pacific Coast:

[The Daily News](#) (Longview)

[The Reflector](#) (Battle Ground)

[The Columbian](#) (Vancouver)

[Chinook Observer](#) (Long Beach)