



POLICY PRIORITY ONE: TOURISM MARKETING

SAMPLE LETTER TO THE EDITOR

Dear Editor,

Iowa's tourism industry is now more than a \$6 billion industry (yes that is billion with a "B"), making it one of Iowa's top industries. That is a growth of more than \$1.4 billion over the last five years. Each time a million dollars is cut from Iowa's investment in tourism marketing, the residents of our state miss out on more than \$12 million in new revenues, revenues that come from visitors to our state. These out-of-state revenues could be used to help pay teachers more, build new schools, or cut taxes.

The Iowa Legislature will be considering cuts to budgets again this year - I urge all of our elected officials to continue investing in Iowa's tourism industry. While it is difficult to increase funding in this tough economy, Iowa's tourism marketing program has proven success in generating revenue. Now is the time to invest in revenue generating programs, so our state and local economies can recover, and our state revenues can begin to make their comeback. Iowa's legislators would be wise to invest more of our taxpayer funds to market the state – they won't be sorry when they see that budget gap closing!

Sincerely,

Jan Taxpayer

1700 Street Avenue - City, Iowa

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TIPS FOR WRITING LETTERS TO THE EDITOR (AND GETTING PRINTED)

- **Keep your letter brief & to the point.** Most papers limit letters to 250-300 words.
- **Have a local connection.** Talk about local impact, and your letter will have a greater chance of being printed.
- **Have a timely subject matter.** Topics currently in the news or being debated have a better chance of appearing in print.
- **Provide a unique viewpoint, or have expertise.** Your experiences are unique, tell a story or use your expertise.
- **Do not burn bridges.** Publicly humiliating someone is not a good way to make your point.
- **Do not overuse this tool.** If you send in letters weekly, you won't be printed.
- **You will get a call before your letter is printed.** Newspapers want to confirm that you are the person who sent the letter (not your neighbor getting back at you for something).