



LETTER WRITING WEBINAR

THURSDAY, OCTOBER 1
7PM (MB) / 6PM (AB/SK)

When you read the paper, generally the most interesting and most talked about pieces are the letters to the editor. Government officials, municipal leaders, and other activists are also reading along, sparking conversations in workplaces and community spaces

If you read them regularly, you might notice that the letters don't often feature labour or public service issues—but we can change that.

We've had many requests to assist members with letters to the editor. We know that the best way to get published and to start the conversation is by having well-written, personal and unique letters.

Join us Thursday, October 1, 7:00 p.m. (MB) / 6:00 p.m. (AB/SK), as Pauline Tam, former journalist with the Ottawa Citizen, reviews tips and best practices for writing a letters, reviews current Prairies stories, and answers your questions. Register online now.

Have a letter you're working on, but feel it needs some polishing? Bring it along! There will be an opportunity to receive feedback on your letter.

Note: This webinar will not be recorded—you must participate in the live event. Register online for this free webinar.

At the end of this workshop, you will

- Know why letters to the editor matter
- Know how to frame your message
- Write an effective letter
- Maximize chances of publication

Presented by

Pauline Tam is a strategic communications consultant based in Ottawa. Until January 2013, she was a journalist at The Ottawa Citizen newspaper, where she worked for more than 20 years covering health, education, business, technology and the arts. She has also worked as an op-ed columnist for the paper.

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