

Writing Letters to the Editor That Get Published

A practical guide to crafting sharp, timely, and passionate
150-word opinions for top publications like *The Globe and Mail*
and the *Toronto Star*.

Ray Nakano Sept. 13, 2026

My Goal

Empower you to draft, edit, and submit publication-ready LTEs to major newspapers like the Globe and Mail, Toronto Star, or local outlets.

The Power of the Public Pen

Why a 150-word letter to the editor remains one of the most influential democratic tools available to everyday citizens and advocates.

The Power of the Public Pen

***It's free!**

*Note: when you get published.

The Power of the Public Pen

And you can get your
message to 6 million readers!

Know Your Target Publication

The Globe and Mail

Reaches **over 6 million weekly readers** across print and digital platforms. It is **Canada's most widely read newspaper on weekdays and Saturdays.**

Read **primarily by federal decision-makers, corporate executives, and policy experts nationwide**, its readers focus on national politics, economic policy, and institutional governance.

Their editors look for concise, analytical letters (**150 words or fewer**) that **respond directly to recent articles, offering fresh policy insights, sharp counter-arguments, or professional expertise on national and international issues.**

Know Your Target Publication

Toronto Star

Reaches over **5 to 6 million** weekly multi-platform readers. It **leads total weekly readership in Ontario.**

Read largely by **GTA residents, local/provincial politicians, and progressive community organizers**, its readers focus on municipal issues, social justice, public services, and regional policy.

Their editors look for compelling, reader-driven letters (**50 to 150 words**) **grounded in personal experience, local community impact, or strong civic values**, reacting quickly to GTA news, provincial policy, and social issues.

SAFETY FIRST

The Globe and Mail (Ontario Edition) 1 Sep 2026

Re “How Canada can overcome the backlash against AI data centres” (Report on Business, Aug. 27): Artificial intelligence data centre development should require community buy-in, but a voluntary “playbook” won’t prevent grid strain or local exploitation. As Ontario builds its economic framework for data centres, community and environmental safeguards should be a mandatory prerequisite for grid connection.

Before hyperscalers plug in, they should be legally required to procure 100-per-cent net-new renewable power, adopt zero-waste cooling, guarantee no rate increases for electricity or water users, eliminate noise pollution and post decommissioning bonds. Crucially, host communities should have binding consultations before approvals to secure local benefits.

Proving a facility will protect local residents, infrastructure and climate targets should be the non-negotiable price of doing business in Ontario.

■ Ray Nakano Toronto

We don't need more pipelines

TORONTO STAR



8 Sep 2026

Does Canada really need Alberta's new \$43billion pipeline? This analysis says it's a massive risk, Sept. 1

The Institute for Energy Economics and Financial Analysis report confirms what global market realities have shown for years: committing tens of billions to another West Coast oil pipeline is a high-risk misstep.

Global oil demand is levelling off. China is electrifying rapidly, and price shocks caused by the U.S. war in Iran are forcing nations to shift away from fossil fuels toward solar, wind, heat pumps and EVs.

Instead of subsidizing highcost export routes or expecting taxpayers to fund carbon capture for polluting oil companies, Ottawa should invest in real economic resilience.

Canada has world-class renewable potential. Funding a pan-canadian East-west power grid will deliver clean, affordable electricity across the country far faster, cheaper and cleaner than speculative pipelines or costly nuclear builds. That is where our national interest lies.

Tell that to your MP, MPP and MLA.

Ray Nakano, Toronto

Three Core Pillars of Success



1. Perfect Timing: Respond within 24 to 48 hours of an article or editorial. Editors look to extend today's breaking conversation, not last week's news.



2. Solid Research: Know your topic thoroughly. Cite clear figures, official policy names, or verified facts. **One factual error invalidates the entire submission.**



3. Authentic Voice: Write genuinely from the heart. Connect your argument to real human impact, local neighborhoods, or personal lived experience.

The Golden Rule of Length

150

WORDS MAXIMUM

Brevity Commands Attention

Letter editors receive hundreds of submissions daily. A tightly written 120-word letter has a significantly higher chance of selection than a rambling 250-word piece.

Focus on a single core argument. If you try to address three problems at once, you'll lose the reader and the editor.

The Hook & Catalyst

Anchor to Recent News

Your opening line must reference the specific headline, article title, or editorial that prompted your response.

State immediately whether you agree, disagree, or provide a critical missing angle that enriches the ongoing debate.

ALBERTA

Report calls \$43B pipeline major risk

Global energy think tank says there are better ways to handle Canada's expected oil-production growth

BYAN TURBULL
OTTAWA, CANADA

OTTAWA — With one month to go before the federal government must decide whether to fast-track Alberta's proposed West Coast pipeline, a new report is questioning whether the oil industry even needs the new million-barrel-per-day project.

The Institute for Energy Economics and Financial Analysis (IEEFA), a global energy think tank, released its assessment on Thursday, arguing that existing pipelines and cheaper expansion projects that are already proposed can handle Canada's expected oil production growth.

The proposed pipeline "is unlikely to be needed to meet capacity needs in the future," the report states.

"The wider market conditions that would be required to support rapid output growth are far from certain and the global energy transition appears to make them less likely," reads the group's report.

"Potential benefits of the pipeline are steeped in risk, and other investment priorities may offer more economic resilience as the energy transition moves forward."

Oil companies pay pipeline operators to ship their product, and the newest TML pipeline, which cost about \$3.4 billion, has higher tolls than most other pipelines.

But given the new pipeline's pricing is estimated to be between \$25 billion and \$45 billion, the IEEFA report argues using it could be even further for companies to justify.

"The proposed pipeline would likely be the highest-cost pipeline export route by far," the report says.

As of the end of last year, Alberta produced 4.8 million barrels per day. In its study, IEEFA used growth estimates from the Canada Energy Regulator that showed its recent-and-future scenario that Alberta would produce 6.7 million barrels per day.

However, Alberta Premier Danielle Smith has said she wants to see the industry produce eight million barrels per day.

The new West Coast pipeline is also not the only potential game in town. There is a proposal to expand

the TML pipeline by 300,000 barrels per day and a proposal from Canadian energy company Smith-Don and U.S. firm Bridger for a new pipeline that would travel a similar route as the cancelled Keystone XL pipeline and carry 300,000 barrels per day.

Enbridge is working on a 200,000-barrel-per-day expansion of its main line and has proposed another 250,000-barrel second phase, but the company hasn't committed to it because oil producers have not committed to increased production.

Oil prices have soared since the U.S.-Iranian attacks on Iran this year, but IEEFA argues that could actually lead to lower prices for oil in the future as the price shock makes consumers in electric vehicles and countries look for ways to reduce their dependency on oil.

"The potential for acceleration of the energy transition is likely to limit future long-term oil prices and bring the prospect of structural decline," the IEEFA says.

The federal government has argued that expanding and diversifying exports to global markets, particularly in Asia, is a key benefit of the proposed pipeline and could support future Canadian oil-production growth.

The report, however, challenges that logic, noting China has been the main driver of global oil demand growth for the past 20 years but is now "electrifying significantly faster than the rest of the world," with electric vehicles representing 50 per cent of new car sales there in 2020.

Under its Memorandum of Understanding agreement with the Alberta government, Prime Minister Mark Carney's government has until Oct. 3 to decide whether the project is in the national interest, which would fast-track it through regulatory approvals.

The Okanagan Alliance, which is made up of Canadian National, Cenovus, ConocoPhillips, Imperial and others, pledged to work with the federal and provincial governments to build the Western Canadian Energy Corridor. The west, the alliance is suggesting, is a key part of the project by

“The proposed pipeline would likely be the highest-cost pipeline export route by far.”

REPORT
RELEASED BY
THE INSTITUTE
FOR ENERGY
ECONOMICS
AND FINANCIAL
ANALYSIS

Anatomy of a Published Letter To the Editor

The Hook	Direct reference to recent article/editorial and headline
Core Argument	Personal perspective supported by 1 key fact or lived experience. Write from the heart. Why should the reader care.
Call to Action	Concluding thought, solution, or punchline

Best Practices: Do's and Don'ts

-  **Do stick strictly to one single point:** Sharpen your message until it cuts directly to the core issue.
-  **Do include full verification details:** Include your full legal name, address, and phone number(s) for identity verification.
-  **DON'T cross-submit simultaneously:** Major publications demand exclusive submission rights within their response window.
-  **DON'T use acronyms, jargon, or insults:** Persuasive letters maintain respect while delivering a strong, articulate position.

Some Tips From Experience

Tip #1: Don't give up. Keep writing and submitting to different articles/editorials. It may be several weeks before your LTE is published.

Tip #2: Ask a friend or associate to review your LTE and provide comments and suggestions.

Time to Draft Your LTE!

Let's put pencil to paper.

1. You can go to myclimatechange.home.blog for today's and yesterday's climate articles from the Toronto Star, and for yesterday's articles from the Globe & Mail. (5 mins)
2. Draft an LTE sticking strictly to the 150-word cap. (10 mins)
3. Peer Review: Pair up with someone to count words and check for clarity. (10 mins)

Time to Email Your LTE!

If you're satisfied with your LTE, depending on which newspaper, email it to:

- lettertoed@thestar.ca for the Toronto Star
- letters@globeandmail.com for the Globe & Mail

Remember to put the article or editorial you're commenting on at the top along with the date of publication.

Remember to add your full name, address, phone #'s at the bottom.

Thanks for attending!

Ray Nakano

raymondnakano@gmail.com

ClimateFast.ca