



## How to write a *great* Letter to the Editor.

Writing a Letter to the Editor of your local newspaper is a great way to **keep the Line 5 pipeline issue front and center**, and educate our communities and elected officials about the threat Line 5 poses, and why we need to shut Line 5 down.

### First, know your newspaper's guidelines:

- Before you write your letter, visit the newspaper's website or call to find out what the **word count limit** is. (Most are 100-250 words.)
- Follow your newspaper's directions on how to submit your letter (e.g. via email, through their website, or by mail).
- Some newspapers require your full name and current city of residence, so be sure to include that information if needed.

### Ready? Time to write your letter!

- Personalize your letter and write it in your own voice. We've provided a **tried-and-true formula below**, but we encourage you to make it your own!
- If your local newspaper has recently run a story about Line 5, reference it in your letter.
- The Line 5 issue can feel really frustrating, but remember, your mission is to **persuade**, not to vent. Focus on a couple of key points that will resonate across the aisle and in your community.

| Formula.                                                                                                                                                                                                                        | Example #1                                                                                                                                                                                                                                                                                                                                                                                                                         | Example #2                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
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| 1. If you're responding to an article the paper previously published, reference it here.                                                                                                                                        | <i>Regarding the Tatooine Times article "The Line 5 tunnel is good for Michigan," published September 5, 2025.</i>                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 2. <b>Lead with values.</b> Frame the issue using values that your community widely shares. Fairness, sovereignty, our shared waters, fiscal responsibility, state pride, love of the outdoors, etc., are some good options.    | <i>Here in Michigan, we're <b>proud</b> to be the Great Lakes State. These magnificent waters <b>belong to all of us</b>, and it is our duty to hold our government <b>accountable</b> for protecting them.</i>                                                                                                                                                                                                                    | <i>Driving over the Mackinac Bridge, where Lake Michigan and Lake Huron meet, it's impossible not to be awe-struck by the <b>enormous gift</b> of the Great Lakes. While they are large and powerful, the Great Lakes need <b>our help</b>.</i>                                                                                                                                                                                                            |
| 3. Focus on <b>one argument</b> , and state it clearly.                                                                                                                                                                         | <i>But those waters are now threatened by an aging oil pipeline running through the Mackinac Straits, and Enbridge's plan to bore a tunnel underneath to replace it – a massive project that would <b>primarily benefit Canada while Michigan assumes the risks</b>.</i>                                                                                                                                                           | <i>The 72-year-old Enbridge Line 5 pipelines crossing the Straits of Mackinac are a <b>clear and present danger</b> to our Great Lakes, environment, regional economy, and coastal communities.</i>                                                                                                                                                                                                                                                        |
| 4. Choose <b>2-3 facts or figures</b> that support your argument.<br><br>Flow's website is a great place to research the Line 5 issues! Visit <a href="https://flowwateradvocates.org/Line5">FlowWaterAdvocates.org/Line5</a> . | <i>[1] While the article claims that the pipeline tunnel is necessary for Michigan's energy security, the fact is that 80-90% of the crude oil carried by Line 5 goes from western Canada, to eastern Canada – using our Great Lakes as a high-risk shortcut. [2] And in the long-term, the tunnel would not create a meaningful number of jobs for Michiganders, and most of the tunnel construction jobs would be temporary.</i> | <i>[1] Enbridge readily admits that the pipelines have been repeatedly struck and damaged by anchors and cable lines from passing ships. [2] In July 2021, an Enbridge-contracted ship lost a 15,000-pound anchor on the lakebed between the two Line 5 pipelines. If the flukes had caught either of the pipelines, disaster would have ensued. [3] And incredibly, if Enbridge is permitted to build its proposed pipeline tunnel under the Mackinac</i> |

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|                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                  | <i>Straits, it plans to keep Line 5 operating while the tunnel is being bored underneath.</i>                                                                                                                                                                                                                                            |
| <p>5. <b>Appeal to your audience.</b></p> <p>Depending on your community, you may find more common cause on issues of fiscal responsibility, negative impacts to businesses, and state sovereignty.</p> | <i>If the tunnel proceeds, northern Michigan communities near the construction sites will suffer years of construction traffic, noise, wetlands damage, and tourism impacts. The Great Lakes Business Network describes the impact on small businesses as "existential."</i>                                     | <i>How can we allow the continued operation of pipelines that, on any day, could cause irreparable harm to the largest fresh surface water system in the world? And how can we trust Enbridge, the company responsible for the 2010 oil spill disaster in Marshall, Michigan, to do everything possible to prevent another disaster?</i> |
| <p>6. <b>Include solutions.</b> Give the readers a positive, proactive, concrete solution to the problem. <b>Who</b> has power in this situation, and <b>what</b> should they do?</p>                   | <i>The <b>Michigan Department of Environment, Great Lakes, and Energy (EGLE)</b> has the power to deny the tunnel permits, and protect the Great Lakes and Straits area communities. I'm calling on EGLE and Gov. Whitmer to <b>say no to Enbridge</b>, and get oil out of our Great Lakes once and for all.</i> | <i>In 2020, Governor Whitmer revoked and terminated the Line 5 easement in the Straits. <b>Enbridge</b> has now spent years litigating that order, instead of doing the responsible thing: <b>shut down Line 5</b>, and <b>get the pipelines out of our Great Lakes</b>.</i>                                                             |