



FIVE STEPS TO WRITING A POWERFUL LETTER

1) Start by identifying a central point of the article or piece in question. If possible, break down this central point into more specific points.

EX: CENTRAL: "Israel is an apartheid state."

SPECIFIC: "Israel discriminates against its Arab citizens"

SPECIFIC: "Israel discriminates against Israeli Arabs by barring them from buying land."

SPECIFIC: "Israel discriminates against Israeli Arabs in the working world."

2) The first sentence of your letter should be a clear and concise refutation of the central point.

EX: "X's article, in which he represents Israel as an apartheid state, is factually inaccurate."

3) Substantiate the first sentence of your letter with one or two statements of fact and, if possible, examples supporting your position.

EX: "Israel is the only democracy in the Middle East where citizens are guaranteed full protection of the law regardless of race, religion, gender or political creed."

4) Follow your opening sentence with sentences that refute each of the specific points you listed above. Give examples when possible.

EX: Israeli Arabs enjoy this protection on par with their fellow Jewish citizens. Arabs have equal voting rights, hold seats in Israel's parliament and occupy key government posts. Moreover, government land can be leased by anyone, irrespective of race, religion or sex. In fact, The Arab Waqf (the Muslim authority), owns land in Israel that is for the express use and benefit of Muslim Arabs. Finally, Israeli law prohibits employment discrimination and all Israeli workers, both Arab and Jewish, are free to join and establish labor organizations.

5) Try to sum up your letter with a counterpoint that underscores your refutation.

EX: It is a wonder X indicts Israel, one of the most free and open societies of the world, when the Arab countries surrounding it continue to practice their own appalling brand of gender, sexual, and religious apartheid with impunity.