



# Media tips for campaigners

Here are some tips and guidelines to follow that will help you to communicate effectively and use your voice as a supporter of Living Streets to amplify our campaign messages.

## Contacting your local media

Writing to your local newspaper can be an effective way to bring issues to wider attention if you are running a proactive campaign in your area or reacting to a news story or topical local issue.

You can write a letter to the editor of the newspaper or if you are reacting to a particular story which has appeared, you could write directly to the journalist and they may be interested in writing a follow up feature, putting your side of the story.

## Top tips for letter writing and e-mailing to the editor

- Keep the letter short, a maximum of 200 words
- Keep to one or two main points
- Keep the tone informative rather than 'finger-wagging'
- If your aim is publication, send your letter or e-mail within two days of the coverage appearing in a daily publication and four days for a weekly to maximise the chances of getting published
- If you want to express how you feel about a piece but miss the time window for the best chance of publication, it is still worth writing or e-mailing the editor up to two weeks after publication date as your letter will still be read
- Your experience of a campaign issue is what makes you the expert voice, so use it!
- Always include your full name and address details or your letter or e-mail will not be published. Be **VERY** clear about what you want to appear as your details in the publication. You could ask they only print your initials and withhold your address for example