

Unite in local government – protecting people, pay and pensions



GETTING A LETTER IN THE LOCAL PRESS

The local press is very important. More people read their local paper than a national newspaper and getting a letter published in the letters page is a great way of highlighting an issue.

WRITING LETTERS FOR PUBLICATION

When writing to the press, try to make sure your letters are:

1. **Accurate** - make sure that your information is correct. Where possible, support your arguments factually.
2. **Brief** - the shorter the better, as many newspapers receive hundreds of letters a day and journalists are very busy. It may help to focus on one major point. Also, make your main point as early on in the letter as possible, as editors will tend to cut the end of a letter if they are running short of space - make this easier for them.
3. **Clear** - any letter must make sense. Also, remember that whilst you may know a great deal about a subject, maybe not all the newspaper readers will.
4. **Personal** - often, letters are more likely to be published if they contain personal knowledge or experience – e.g. the affect a pay freeze is having on you and your family.

SOME PRACTICAL MATTERS

1. If you are hoping to have your letter published, begin with "For Publication" and address your letter to "The Editor".
2. Include your full name, address, phone number and e-mail address. Include a note after your signature if you do not want the newspaper or media outlet to publish these details.

Letter writing is just one way to get your issue publicity. There are other ways to get media coverage including photo opportunities and press releases. For information on these see the 'Unite guide to campaigning for local government workers' available on our website.



www.unitetheunion.org/pppcampaign
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