

Save Our Libraries Day 5 February 2011

Guidelines for contacting local media

Who to contact

Our web pages provide links of local media contacts. Writing a letter or email to the editor is a good way to voice your views.

What to tell them

Regional media will want a specific angle relating to local issues and often cover human-interest stories.

Gain their attention with a headline

Put the main message in the first two paragraphs: what is happening, why it's happening and interesting, who is involved and where it is happening. Keep paragraphs short and avoid jargon.

Refer to the relevant points about the importance of public libraries. See <http://www.cilip.org.uk/get-involved/uniquecontribution/pages/clearmessages.aspx> for details.

Follow-up

Follow-up with a telephone call to check that your letter or email has been received and read.

Contact details

Give your name and number. Make sure you answer calls.