

# FACT SHEET

## BOOST YOUR CAMPAIGN WITH A MEDIA PUSH!

With the recent Government target of reducing CO2 emissions by 80 per cent by 2050, it's clear that our mission is more important than ever. We are therefore suggesting a push to publicise what you are doing to your local regional daily and weekly newspapers.

One good way to do this is by a 'Letter to the Editor', signed by you. It's not difficult or time consuming. If you are not sure what your local papers are, you can either seek them out online, in the local library or buy copies in your local newsagent. There may be free sheets too. Instead of popping them straight into the recycling bin, collect them up this time! You may wish to extend your 'press list' to include parish magazines and 'county' magazines – those glossy monthly magazines that cover a larger area.

Take a look at the letters page. Most newspapers and magazines have them. No doubt they will tell you how to send in your contribution. Many regional dailies are happy to receive letters by email these days. Some weeklies however still prefer to receive them by old-fashioned post.

Most newspapers will edit down the letter if it is too long. We have suggested what you might like to draft out below but please feel free to add or subtract to make the letter your own but be aware of how short the letters have to be. A 1000 word feature won't be accepted! Be sure to add in your full details: landline and mobile phone numbers and your email address. Put in your home address too because this will show that you are local. If you don't wish your home address to be printed, add the phrase 'Not for Publication' alongside the address.

By Cherry Chappell MCIPR

***Please let us, know if you decide to go ahead at [eac@btcv.org.uk](mailto:eac@btcv.org.uk). We would also welcome a copy of any coverage you achieve!***

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## DRAFT LETTER ... DRAFT LETTER... DRAFT LETTER

TITLE LINE FOR EMAILS: Letter to the Editor – Local sign up to help climate change

ADDRESS POSTAL SUBMISSIONS TO: LETTER TO THE EDITOR (or as directed by the newspaper)

Sir,

If we are to achieve an 80% reduction in CO2 emissions by 2050 – the new Government target – every person will be required to play a part and the nature of our society will change quite dramatically.

Every Action Counts is a programme that encourages community groups, clubs and societies to take the steps necessary to make a difference in five areas: saving energy, travel, ethical shopping, saving resources and caring for the local environment. Not all the adjustments needed to improve the environment are large ones and many will help to save organisations money as well as work towards a better future for us all.

I am the Every Action Counts Champion for this area *[or give details of the area you cover]*. I would like to appeal through your columns for organisations – or individuals who would like to start a group – in *[place name]* to consider joining the Every Action Counts programme. It is surprisingly easy.

There's a lot of advice and practical support available, and I would be delighted to come and talk to any group that is interested. I invite them to contact me.

[name]

[contact details]