

Best for Britain

Local press guidance & template, print-at-home poster and flyer

Writing to your local paper: Top tips

Local newspapers tend to love genuine letters from their readers - not least because they think you will want to buy or read their paper if you think your letter will be there. Generally speaking, though, they are not very interested in anything that looks like a boiler plate letter or which does not have some strong local references. So the best letters work in references to the locality and make their points in an effective but light-touch way: **remember you are trying to persuade people not to display your intellectual superiority, belittle your opponents or merely preach to the converted.**

Key takeaway: try not to send in the same letter to the paper - they will immediately recognise that this is a concerted campaign. Instead, if a group of you are sending in letters work together to make different, but mutually re-enforcing points.

Here is a suggested structure for a letter:

FOR PUBLICATION

Your name
Your address
Your telephone number

Dear Sir or Madam,

Then either:

[Last year LOCALITY voted that Britain should stay in a member of the European Union. The majority in the country, narrowly, voted the other way and negotiations about Brexit are underway, but that does not mean that people in LOCALITY lost their right to speak out about why they think we should keep our strong European links and EU membership or that we have to meekly accept whatever deal the politicians cobble together.]

or:

[Last year the majority in LOCALITY voted that Britain should leave the European Union. But democracy does not mean that those of us, like me, who wanted to keep our strong European links and EU membership, are no longer allowed to express an opinion or that we are not allowed to seek to persuade our fellow voters that Britain and LOCALITY's future is best guaranteed through the stability that comes from staying inside the EU.]

(Continued on the next page)

Our continued membership of the EU is virtually important for LOCALITY because:

(Then have some sentences like...)

-Europe is the largest market for our goods and services and we can only be sure of keeping frictionless and efficient trade if we stay in the European Union.

-The NHS [including LOCAL HOSPITAL] in LOCALITY relies on Europe-wide regulation to guarantee the safety of drugs and for supplies of pharmaceuticals and medical equipment. We cannot afford risk and uncertainty at this time.

-[LOCAL UNIVERSITY] is a key part of our economy and provides hundreds of local jobs. If we cut ourselves off from European research funding and put barriers in the way of European students coming here we could do immense damage of LOCAL UNIVERSITY's future success.

-Many businesses in LOCALITY need to be able to access the best and brightest from across Europe to ensure their continued success and to support an enormous number of local jobs. Making it difficult to work and invest in LOCALITY is not going to help anybody who lives here.

-Our membership of the European Union underpins protection for working people in LOCALITY. The worst employers here would like nothing better than to see Britain leave the EU if it allowed them to increase exploitation and abuse.

(Then...)

For all these reasons I was really disappointed to see that our local MP [NAME] voted to support the government's EU Withdrawal bill. This Bill does much more than take us out of the EU - it gives government ministers massive powers to rewrite legislation that protects consumers, the environment and workers. The Bill weakens parliamentary sovereignty despite all the claims that we have to leave the EU to strengthen it.

The Bill now goes into committee stage and it is vital that LOCAL MP votes to support amendments that stop the government's power grab before its too late. We need more people in LOCALITY to lobby LOCAL MP to make sure they write no more blank cheques to Theresa May.

I am part of "Best for Britain" - a group that campaigns to keep the option of Britain staying in the EU on the table. We are building a local group and anyone interested should go to Best for Britain's website (<http://bestforbritain.org>) and register their support - it's free - and we will be in touch.

Regards,

Your name

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THE POUND IS DOWN. FOOD PRICES ARE UP.
THE NHS IS LOSING DOCTORS AND NURSES.
NOBODY VOTED TO BE WORSE OFF.

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