



How to write a media letter

Writing letters to the media is a valuable way of raising awareness about farm animal welfare. By writing to newspapers, magazines or radio stations, it is possible to get people actively discussing farm animal welfare. Of course, it is also an important way to let people know about Compassion in World Farming and the charitable work we carry out.

When writing to the media there are some important things to consider:

- Keep letters brief, factual and polite (angry or long letters are less likely to be published).
- Don't discuss ideology or politics.
- Letters can be hand written or typed.
- When writing to a newspaper or local radio station always include your name, street name, town and contact number.
- Mention Compassion in World Farming in your letters.
- Use your letter as an opportunity to encourage others to take action.
- If writing to local papers, make it relevant to the audience. For example, "I am asking the people of Ramsgate to join me and take a stand...".
- Look at the length of the letters in the paper you are writing to, or even give the paper a call and ask. Offer to help edit it down to make it fit and relevant to the publication.
- Follow up with a phone call to check the letter has been received. Ask if it will be printed and if so when. If not, ask why not or what you can do to get a letter published next time.

Of course, with radio stations you can always call in to relevant programmes and you might even get your views heard live on air!

Please see ciwf.org.uk/letterwriting for the details you need to contact the major newspapers and radio stations as well as some of your local media outlets.