

Sample Letter

(print on library letterhead. Adapt as appropriate for radio or print media.)

January 20, 2009

Mr. John Media
Director of Public Outreach
KVVV Television
123 Main Street
Anytown, CA 90001

Dear Mr. Media,

The Anytown Library has offered a free adult literacy program that matches volunteer tutors with adults who struggle with their reading for over 15 years.

Because one in five adults struggle with reading, the California State Library recently produced professional, ready-to-air 30 second and 60 second public service announcements that promote the availability of this free service. We would like to forward a copy of these PSAs to your station, if your station would be willing to air one or both.

You may view the 60 second PSA at www.anytownlibrary.org/literacy

I will contact your office on January 23, to discuss this possibility with you, and hopefully make arrangements to send the PSA to your attention. Should you have questions in the interim. you may call me at (222) 555-1212 or email me at mread@anytownlibrary.org.

Thank you for your consideration.

Best regards,

Mary Read
Literacy Program Manager
Anytown Library

Sample Follow-up Letter

(print on library letterhead. Adapt as appropriate for radio or print media.)

January 23, 2009

Mr. John Media
Director of Public Outreach
KVVV Television
123 Main Street
Anytown, CA 90001

Dear John,

It was a pleasure speaking to you yesterday. The staff of the Anytown Library is delighted that KVVV is willing to air our literacy PSAs.

Enclosed please find a DVD that contains the 30 and 60 second spots, as well as traffic instructions.

Your station's willingness to air these PSAs will make a huge difference in the lives of many adult residents of Anytown, who struggle with their reading, but have no idea where to get free help.

Thank you so much for your consideration and for advocating our service to your station on our behalf. You personally have made a difference in many people's lives.

Sincerely yours,

Mary Read
Literacy Program Manager
Anytown Library

Public Library Literacy PSA Traffic Instructions

(Adapt as appropriate for radio or print media.)

January 26, 2009

Traffic Department
KVVV Television
123 Main Street
Anytown, CA 90001

SPONSOR: Anytown Library

FORMAT: California Public Library Literacy Changes Lives
:60 LLFT 0003 Letterbox or Anamorphic version

FORMAT: California Public Library Literacy Changes Lives
:30 LLFT 0004 Letterbox or Anamorphic version

SCHEDULE: Begin Airing Feb 2, 2009
Do not air beyond Dec 31, 2014
Please run the spots as frequently as possible and in the best time periods available (6a-12a, if possible).

MESSAGE:

The 2009 " California Public Library Literacy Changes Lives " campaign highlights the free help available through public libraries to adults who struggle with their reading. Public libraries match learners with volunteer tutors creating a win-win for both. These spots focus on Leon who being unable to read as an adult, sought help from his local public library, and now has a bachelor's degree.

Any questions, call the station contact, John Media or Anytown library contact: Mary Read at (222) 555-1212.

Thank you for your support of this campaign.

Thank you Letter

(print on library letterhead. Adapt as appropriate for radio or print media.)

January 29, 2009

Mr. John Media
Director of Public Outreach
KVVV Television
123 Main Street
Anytown, CA 90001

Dear John,

Thank you for agreeing to air Anytown Library's literacy PSA campaign.

Everyone at the library is excited to see this very compelling PSA on air and have gone to great lengths to prepare themselves for the deluge of inquiries we soon will be receiving because of your station's efforts on our behalf.

As I stated in my last letter, your station is about to make a huge difference in the lives of many adult residents of Anytown, who struggle with their reading.

Thank you again for your generous consideration.

Sincerely yours,

Mary Read
Literacy Program Manager
Anytown Library