
Model Letter (National)

Engaging with elected representatives and putting pressure on them to initiate debates is an essential part of trying to change the media landscape.

Whether it's an email or a letter, this is the first contact, so make it count!

Several people can sign a letter (sent hard-copy or more usually as a PDF) to show the breadth of support from trade unionists, academics, civil society groups etc. In many cases though, a straightforward email is fine.

Being concrete is good but keep it broad at this stage and go easy on the facts/figures.

Get in touch at least 2-3 weeks in advance of when you'd like to meet, but don't specify a date. Check the parliament website for recess dates.

Allow 1.5 weeks before following up with a phone call. When you've managed to schedule a date, provide a list of 2-4 people attending the meeting.



Dear [...],

I'm writing as a campaigner working closely with [...insert name group/campaign/charity, plus very short description of your work/main focus].

As someone who has taken a principled position on [...insert name of core issue - e.g. migrants' rights, climate change, mental health, the NHS etc.] myself and members of [...insert name of group] would be very grateful if you would consider a brief meeting with us to discuss the question of [...insert name of core issue] and media representation.

That the mainstream media are largely unrepresentative of the general public's views on [...insert name of core issue] / play a disproportionate role in shaping the agenda concerning [...insert name of core issue] is unsurprising given the highly concentrated ownership structures that dominate the UK media environment, and the lack of diversity within individual outlets.

Meanwhile digital convergence and the ability of intermediaries such as search engines and social media giants to filter information threatens to create new monopolies, undermining positive developments online.

Fostering more diverse media voices would, we believe, be an important step towards a more thorough and inclusive democratic debate on [...insert name of core issue].

I would be delighted therefore if you would consider meeting briefly with myself and members of [...insert name of group] to discuss your ideas on media representation and [...insert name of core issue] and your plans to address the existing problems. A brief meeting would be an invaluable guide to developing our own thinking and a chance to talk through some of the main questions.

Thank you for your consideration. I look forward to hearing from you.

Yours sincerely,

[insert your name, plus names of relevant group representatives]