

Frontline Advocacy Sample Letter to the Editor

Do you know what the most widely-read page of a newspaper is? It's the editorial page. This is probably true of your college or university paper too. For little cost other than your time, you can influence others inside and outside the college or university community. You can write a letter to the editor of your campus paper in support of your library, **and** you can ask others to do it too. Keep your letter as short as possible (or the paper will cut out some of your content) and remember to be **persuasive**. This is your chance to influence the opinion of someone you may not even know.

Letters can be e-mailed, or you can put it in an envelope and send it through campus mail. The web and actual addresses for letters should be clearly printed in your campus paper or on your university's website. Here's a sample letter to get you started:

Dear ("your campus paper's name") Editor:

I am writing to express my concern that weekend hours may be shortened at (your library's name) Library. As a cost-cutting measure, the university is recommending that the library close early on Sunday evenings, at 9:00 p.m. instead of midnight.

I'm a staff member at the circulation desk, and my work schedule usually includes Sunday evenings. I'm in a perfect location to see everyone who comes and goes, to answer questions, give directions and to observe much of what happens in the library in the later hours of Sunday evenings. I can tell you that the 9:00-midnight time slot is one of the busiest all week, with an average of ___ users between those hours (and more during Finals Week). Students often procrastinate until Sunday evening, then have to work as hard and efficiently as possible to get reserved materials read, access hard-copy journals, use the library's computers for research and word processing, and many other tasks than require physical access to the library. In addition, a number of professors have reserved the library's study rooms late on Sunday evenings for small group work, and those were used ___ times last semester.

*I urge readers to contact university administrators and urge them to **"Keep (your library's name) Open 'til Midnight!"** on Sunday evenings. Contact information is available on the library's website at (provide your library's web address) , click on **"Sunday Hours."***

Sincerely,

Your name and title