

Sample Letter to the editor

To the Editor:

During the week of Sept. 11-17, 2017, the City/Town of _____ will join other cities and towns across the state to celebrate Colorado Cities & Towns Week. This week has been set aside to recognize the many services municipal governments provide and their contribution to a better quality of life in Colorado. Municipal government is truly government of, by, and for the people — the people who are making the decisions about our community are your neighbors, business owners, and community leaders. City and town government is administered for and by its citizens and is dependent upon public commitment to carry out its responsibilities.

During this week, we want to recognize the role city/town government plays in our lives; from public safety to promoting the area's culture and recreation. We hope you will join us in this celebration to learn more about your city/town and how it operates.

In an effort to celebrate this special week, the City/Town of _____ will _____ (insert scheduled activities).

Sincerely,
Mayor _____

Suggestions:

- *Meet with the editor/ publisher of your local newspaper(s)/television station(s) well as the reporters who typically cover city/town government to brief them on C&T Week and the activities your community will do to celebrate. Explore opportunities to partner with the newspaper/station to help promote your activities.*
- *Feature a little known or misunderstood city/town ordinance in the newsletter or local newspaper during C&T Week.*
- *Schedule an editorial board meeting with your local newspaper(s) to formally discuss your municipality and your involvement with C&T Week, ideally a week or two before the week.*
- *Contact local radio/television stations producers of news and talk shows to schedule appearances for city/town officials to appear on talk and/or news shows to discuss municipal government.*
- *Take photos of your activities; send them to your local newspaper.*
- *If you plan to include local students in an activity to celebrate C&T Week, notify the education reporter in addition to the one that covers city/town activities for your local newspaper. Invite the reporter to attend.*