**Please Support Local Journalism by Publishing Your COVID-19 Public Service Announcements in (Name of Newspaper) or (Wisconsin’s Community Newspapers)**

Dear [Name of Public Official Here],

We know your team at [Name of Agency] is working hard to get important information about COVID-19 to your audience. We understand — the accurate and reliable flow of information has never been more important.

That’s why Wisconsin newspapers are asking state and local government to support community newspapers by placing COVID-19 public service advertising. As the trusted source of reliable information in [Name of Community], [Name of Newspaper] will work to maximize the reach and effectiveness of your message — and your support will help ensure that we can continue to provide vital public service journalism.

As advertising revenue has declined due to the coronavirus outbreak, [Name of Newspaper] has continued to prioritize the wellbeing of the community by digging deep personally and financially to keep the public informed during this unpredictable time.

Support continued public access to the latest news and information on COVID-19 and join us in this effort to safeguard the health and welfare of our community.

Sincerely,

[Name of Publisher, General Manager or Advertising Manager]