Letters to the Editor

Letters to the editors of local papers can be very effective in levy campaigns. These can be from yourself, staff or clients. The best ones feature a message of how someone and/or their family benefited from mental health services provided by this levy. The following are some basic guidelines for writing letters. Letters should be to the point and clear. Include a statement that encourages readers to vote for the Mental Health RENEWAL Levy. An important fact is that this is a RENEWAL and will result in NO increase in taxes. You must include a signature, your address, and daytime phone number. Realize that your name will be printed in the newspaper. In the past you could ask to have your name withheld, but that is no longer the case. You might get a telephone call to verify that you wrote the letter. Names, addresses and emails of where to send letters are listed below. The deadline date is not firm but the newspapers have asked to receive them by the indicated date to give enough time to get your letters into the paper.

Newspapers

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<tr>
<th>Ashland Times Gazette</th>
<th>Mansfield News Journal</th>
<th>The Loudonville Times</th>
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<tbody>
<tr>
<td>40 East Second Street</td>
<td>70 West Fourth Street</td>
<td>40 East Second Street</td>
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<tr>
<td>Ashland, Ohio 44805</td>
<td>Mansfield, Ohio 44903</td>
<td>Ashland, Ohio 44805</td>
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<td>Need by October 16</td>
<td>Need by October 31</td>
<td>Need by October 13</td>
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<tr>
<td>419.281.0581</td>
<td>419.522.3311</td>
<td>419.281.0581</td>
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<td><a href="mailto:letters@times-gazette.com">letters@times-gazette.com</a></td>
<td><a href="mailto:tbrennan@gannett.com">tbrennan@gannett.com</a></td>
<td><a href="mailto:letters@times-gazette.com">letters@times-gazette.com</a></td>
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The Mental Health RENEWAL levy will appear on the November 3, 2015 ballot. It is a RENEWAL levy and there will be NO increase in taxes. These levy dollars are needed to meet the ever growing mental health and substance abuse needs of children and families in Ashland County. This levy was reviewed by an 18-member governing Board to make sure the money was needed and would be spent wisely. They unanimously voted to place it on the ballot. This 5-year, 1-mill, RENEWAL levy currently costs the owner of a $100,000 home about 8 cents per day. The levy funds Appleseed Community Mental Health Center, Ashland County Council on Alcoholism and Drug Abuse, Catholic Charities, Family & Children First Council, Lifeworx and Visiting Nurse Association.

The levy provides........

• vital mental health crisis services 24 hours/day, 7 days/week.
• help for those struggling with opiate addiction.
• school-based outreach & early intervention through the Liaison Program
• support services for seniors and their families.
• help for people with severe mental disorders.

Guidelines

• Keep letters brief and to the point. (No more than 350 words)
• Be aware of the deadlines and get those letters in as soon as possible.
• Always include the fact that this is a RENEWAL and will not be a tax increase.
• Urge readers to tell their friends and relatives about the levy and to get out and vote for it.

If you have questions or need additional information please call the Board office at 419.281.3139 or visit our website at www.ashlandmhrb.org.

Paid for by Citizens for a Caring Community, 1605 CR 1095, Ashland, OH 44805.
Dr. Dwight McElfresh, Chair and Dr. Lucille Ford, Treasurer