

**Tips for Successful Editorial Board Meetings**

*Decision-makers pay close attention to what media leaders have to say about key issues. But great editorials don’t just fall from the sky. What we see in the media is often the result of a well-planned meeting between an organization and the editorial board. Such meetings are used to communicate a message/mission to the media with the intent of having the media outlet editorialize in favor of this mission and to establish contacts for future articles. Sometimes, media outlets don’t have the staff or time for such a meeting, but they might agree to a virtual meeting or call instead.*

* Identify the editorial board contact at the paper—usually the editorial page editor.

* Initiate communication and write an email requesting an editorial board meeting.

* In your request, include the reason you’d like the meeting and the names/titles of your group participants. Include a spokesperson from the newspaper’s circulation area.

* The appropriate group size for the meeting is about 5 people.

* Once the meeting is scheduled, confirm it by email.

* With group members, plan a strategy for meeting. Who will talk about what?

* Editorial board meetings are usually less than one hour. Be concise.

* Designate a team leader who will introduce the team and open the meeting.

* Outline the purpose of the meeting, state the areas you’d like to discuss, provide clear details, and clearly state what you’d like to see in the media.
* Thank the board for their time, exchange contact information, and follow up with any additional information requested.

* Team leader should send thank you notes to each member of editorial board. These personal touches make a difference!