



## Media Advocacy

### *Tips for Successful Editorial Board Meetings*

*Decision-makers pay attention to what the media says about key issues in their editorials. If they say what we want, they are worth their weight in gold! But great editorials don't just fall from the sky. What we see on the editorial page is often the result of a well-planned meeting between an organization, like RI Tobacco Control Network, 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 our 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 teleconference instead.*

- Identify the editorial board contact at the paper—usually the editorial page editor.
- Initiate communication & write a letter 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 paper's circulation area.
- Approximate appropriate group size is 5 people.
- Once the meeting is scheduled, confirm it in writing.
- 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 business cards and shake hands.
- Team leader should send thank you notes to each member of editorial board.
- Please let us know if you have scheduled an editorial board meeting!