



HOW TO GET YOUR NEWSPAPER TO RUN AN EDITORIAL

An editorial is one of the most powerful tools you can use to put pressure on policymakers to support a specific piece of legislation. Anyone can call an editor and ask him/her to write an editorial.

Step 1:

Select your target. Find the largest and most influential newspaper in your area. Look on the editorial page for the name of the Editorial Page Editor. Additionally, you can call the newspaper and ask for the name of the editor.

Step 2:

Get support. Call Melissa Riegel-Garrett, the Kids Are Priority One Coalition's Communications Coordinator, for support, advice and information (802-244-6282).

Step 3:

Get the information. Identify written materials you can use to prepare yourself on the issues and which you can send to the editor. For instance, you can use the Coalition's Child Care Subsidy Program Fact Sheet.

Step 4:

Plan and practice your pitch. (See "[How to make a pitch call to journalists.](#)")

Step 5:

Make the call. Give your pitch and ask for a meeting to discuss it further. The editor will most likely either agree to meet with you or ask you to send written information.

Step 6:

If the editor asks for more information: After you send the information, follow-up a few days later, and if appropriate, ask again for a meeting. Sometimes, the newspaper will run an editorial without meeting with you. If they decline to meet with you, ask if they intend to run an editorial.

Step 7:

If the editor agrees to a meeting, find someone to take with you. It could be another Coalition volunteer, a regional Building Bright Futures Council member, someone who has first-hand experience with the issue (for example, a child care provider), a parent, or a prominent member of the community. Talk over the meeting with them before you go to the newspaper, and make sure you've agreed to stick to the main points.

During the meeting, don't feel like you have to know all the answers. You are a concerned community member, but no one expects you to be the expert. If you don't know the answer to a question, refer the editor to the Kids Are Priority One Coalition staff.



Step 8:

Follow up. As soon as the editorial appears, call the editor or send a note or e-mail letting them know that you appreciated their editorial. Continue to be in touch with them over the year to update them on our issues and pitch more editorials. Some newspapers will do two or even three editorials a year on our issues!

If an editorial does not appear within two weeks of your meeting or your last contact, call again and ask if they think they will run an editorial soon. If you get a negative or noncommittal answer, don't be discouraged. Call the editor from time to time, as the legislative campaign unfolds. Sometimes it takes months of pitching to get an editor to hit the ball.

Step 9:

Send us the clip. If you are successful, please send an original newsprint copy, along the newspaper's masthead, to the Coalition's Communications Coordinator:

Melissa Riegel-Garrett
Kids Are Priority One Coalition
c/o 19 East Street
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