

## *Go Ahead! Meet With Your Paper's Editorial Board*



Newspaper editorials can have a powerful impact on an issue by educating and influencing readers and elected officials. You can meet with members of a paper's editorial board to discuss this important issue and suggest a supportive piece about the Kid-Safe Chemicals Act. Follow these steps for a successful meeting:

### **1. Prepare for the meeting**

- **Request a meeting.** Some newspapers have standard times and procedures, while others are less formal. You will probably need to prepare and send a brief email that explains who would attend the meeting and the topic you want to discuss.
- **Identify key points** and ensure you have supporting materials (you can download them at [www.ewg.org/kidsafe](http://www.ewg.org/kidsafe)) to make the case for Kid-Safe. You may only have 10 to 15 minutes, so it's important to be succinct.
- **Team up with a community leader** when possible. Invite him or her to join you and actively participate in the discussion. You can also invite a national leader to join the meeting, either in person or over the phone. Your chances of securing an editorial board meeting increase if you include a known leader.

### **2. In the meeting**

- **Be prepared** to answer serious questions. The editorial board will see you as somebody who cares deeply about the issue. So know your facts. See EWG's fact sheets: [www.ewg.org/kidsafe](http://www.ewg.org/kidsafe).
- **Suggest next steps.** As the meeting winds up, ask if the paper would consider an editorial on the topic, or offer to submit an Op-Ed piece.

### **3. Follow-up**

- **Send an e-mail or a hand-written thank-you note** to show that you appreciate the board's time.