



SETTING UP AN EDITORIAL BOARD MEETING

One way to make an impact on the news is to meet with the Editorial Board of your area newspaper. This is your chance to lay out your arguments regarding particular issues, ballot measures and other topics of interest for your organization.

Gather a small group together of leaders and members who are well-versed on the topic and arrange for a meeting with the Editorial Board. This requires some planning but some chapters have found it useful to meet somewhat regularly to discuss issues that are going on in the district and in education. It puts a face on the association.

It's always helpful if you have previously established friendly relations with the local reporter or editor. We've had instances when one of our CTA members had taught one of the Editorial Board members during high school, which went a long way in paving the way for a beneficial meeting.

It's a good idea to assemble some materials – including your newsletters and perhaps a 1-page summary explaining who you are and how the chapter has contributed to improvements in student achievement, community relations, etc.

If there is something in particular you want to discuss, be prepared to hand out information and to answer questions. Of course, you want to show the impact of these issues on your students, above all.

Be prepared to speak to a small group of editors, perhaps the Editorial Page Editor, Managing Editor, City Editor, CEO, and the reporters covering the issue. Do not arrange for a meeting on Friday afternoon as newsroom staffs are often barebones that day.

During the meeting, ask about submitting an occasional column or what their requirements are for an "Op-Ed" piece. These are usually columns of 400 words or less in which you are laying out your views on a particular topic. Smaller newspapers may even be interested in having regular submissions.