Editorial Board Meetings & Memos

Newspaper editorial boards are your platform to get out the facts, position yourself as a go-to expert, and encourage favorable editorials in your newspapers.

To ask for a meeting with the Editorial Board:

- In writing, lay out why you’d like to meet—including the unique and timely perspective you can offer on your issues.
- Follow up with a call.
- Do your homework. Once the meeting is confirmed, research past editorials and articles on the topic & plan your strategy for the meeting.

To urge an editorial on your topic without a meeting, consider an editorial board memo:

- Include your most newsworthy information.
- Share a unique perspective.
- Offer to provide more details in a phone call.
- Ask the editorial board to editorialize on the issue.

(See a sample Editorial Board meeting request on the back)
Sample Editorial Board Meeting Request

To the Editor,

Re: Meeting Request

Since passage of the American Recovery and Reinvestment Act earlier this year, there has been considerable debate regarding the impact those dollars will have in Illinois to create jobs and rebuild much neglected transportation infrastructure. Of the program spending included in the stimulus plan, nothing has grabbed the attention of the public more than the $8 billion dollar program to build High Speed Rail. Next month states across the country will begin to compete for the dollars available to build these state of the art high speed rail systems.

It’s not surprising that high speed rail is top priority for Governor Quinn. Every billion dollars in high speed rail investment can create 7,500 permanent new jobs. High speed rail will help to revitalize Illinois downtowns by stimulating housing, retail and business development. And high speed rail will boost ridership and improve connections between Illinois communities to other cities in the Midwest.

Springfield is one of many towns that could benefit if Illinois is to receive part of that $8 billion. That is why a coalition of public interest organizations are traveling to Springfield as part of a multi-city speaking tour to highlight the benefits of high speed rail and speak with local advocates and leaders about what we can do to best position Illinois to reap the benefits of this rare opportunity. We will be in Springfield town on June 24th and hope you will be available for a meeting to discuss these benefits, as well as details of the timeline for funding and construction.

As public interest organizations, we have been working to ensure transparency and accountability in stimulus spending and promote investment of those dollars in 21st century transportation that curbs congestion, reduces oil dependence and creates jobs. We believe your readers could benefit from hearing how the stimulus process—including the pursuit of high speed rail funding—could best benefit Illinois.

We look forward to the opportunity to meet with you and will call in the next few days to follow up. Thank you in advance for your time and consideration.

Sincerely,

Brian Imus, State Director
Illinois PIRG - Public Interest Research Group