

Top Tips for Editorial Packets

A strong editorial packet is the best way to get a newspaper to editorialize on your issue. Here are our top tips for strong editorial packets, along with the contact information for the top editorial board editors in the country.

Top Ten Tips for Editorial Packet Outreach:

1. Ask yourself “why should an outlet address this issue?” and “why now?” The editorial packet’s job is to make a persuasive case for why this issue is important to their readership and why they should cover it within a certain timeframe (examples: an anniversary, debate, event, or pending legislation driven by elected officials).
2. Research outlets ahead of time. Some outlets have longstanding editorial positions on given topics or strong and well-established editorial slants.
3. Appeal to the outlet as a decision-maker. Editorial boards perceive themselves as above the fray, independent, and nonpartisan.
4. Write a short cover letter – no more than a single page. Avoid fiery rhetoric – instead, emphasize the significance of the issue and outline your basic argument succinctly.
5. Include an index in the cover letter or immediately following it. This is the list of the supporting documents you are providing to inform their deliberation on the topic.
6. Provide effective supporting documents: footnoted facts, sources quotes and well-referenced research materials. Choose the documents, testimony, polls, or research that most effectively align with your position.
7. Choose materials that support your argument, but also undercut the opposition’s argument. The opposition sends out editorial packets too – provide the data that weakens their materials or evidence.
8. Think about your organization’s unique voice. Don’t try to be something that you are not – highlight an angle that positions your group as an important and credible source for the editorial board to consider.
9. There is value in volume. Outreach by multiple groups exponentially increases the likelihood of a newspaper editorializing in our favor.
10. Expect nuanced editorials. It’s unlikely that an editorial board is going to focus on a single angle or align the editorial exclusively to what you provided them.

Use ReThink Media’s list of top editorial desk editors in the [Vocus media contacts database](#) (look for the “**ReThink – Top Editorial**” media contacts list) to find the contact information for any outlets you’re targeting. [Contact us directly](#) if you have any additional questions or want assistance with your editorial board outreach.