

## Editorial Pages with Impact

### Roles of an Editorial Page

- Sets the public agenda on important issues.
- Causes the community to talk.
- Leads the community to action.

### Ten Ideas for Reader Participation

1. Invite readers to serve on the editorial board.
2. Open editorial board discussions to the community.
3. Have coffee with the neighborhood, especially when a major issue is at stake.
4. Seek new voices. Many informed, talented people are waiting for an opportunity.
5. Give the young a voice. Invite students to comment on public affairs. Ask for a mug shot and e-mail address.
6. Hold a cartoon caption contest.
7. Explain and demystify the editorial process.
8. Start a weblog. Discuss local issues. Welcome comments. Publish some on the opinion page.
9. Publish pro and con posts from popular forum threads.
10. Produce audio and video editorials for the Web.

### Take Your Cause to the Street

- Put on the full-page press.
- List your agenda issues.
- Launch an issue crusade.
- Rally a letter writing campaign.
- Keep a leaderboard on elected officials.

\* For more ideas visit the National Conference of Editorial Writers' Web site ([www.ncew.org](http://www.ncew.org)). Browse the "Innovations" section under the "Member Services" tab.

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Established 1867, Valdosta, Ga.

Sanders and Harris are joined by Assistant Managing Editor Dean Poling and Chief Photographer Paul Lacey and News Editor Kelli Hernandez of The Valdosta Daily Times on the newspaper's editorial board. "Our Opinion" is formed by that board.

#### Editorial Objectives for 2007

1. School consolidation
2. Expand County Commission
3. I-75 projects
4. One way Ashley and Patterson
5. Civic center complex

The Valdosta Daily Times posts its editorial objectives beneath the masthead of each edition.