



Election 2026 Editorial and Advertising Guide

For candidates, campaigns, political committees, organizations and the public

Election Day: Tuesday, Nov. 3, 2026

First candidate deadline: Friday, Sept. 18, 2026, at 5 p.m. See calendar at the end of this guide.

Updated Sept. 3, 2026

Purpose and Coverage Scope

GOOD Morning Wilton (GMW) covers elections to inform Wilton voters, promote civic participation and provide candidates with equitable opportunities to communicate with the community.

This guide explains **GMW's** policies for editorial coverage, candidate materials, letters, endorsements, advertising and other election-related communications.

For **Election 2026**, **GMW will prioritize Wilton's state legislative races**. Candidates in other races on Wilton's ballot are eligible and encouraged to take part in the opportunities outlined in this guide.

Expected races include:

- **Governor and Lieutenant Governor**
- **Attorney General**
- **Secretary of the State**
- **State Comptroller**
- **State Treasurer**
- **U.S. Representative (CT-4th Congressional District)**
- **State Senate District 26**
- **State House of Representatives District 42**
- **Judge of probate**
- Any other certified contests or ballot questions affecting Wilton voters

Coverage of breaking news, campaign developments, ballot questions and other election issues will be determined by **GMW** editors based on news value and relevance to Wilton.

Questions may be directed to **GMW Editor and Publisher Heather Borden Hervé** [via email](#).

Important Dates at a Glance

- Candidate information form due: Friday, Sept. 18, at 5 p.m.
- Candidate bio and photo due: Friday, Sept. 18, at 5 p.m.
- Candidate video interviews: Sept. 22-Oct. 9
- Candidate and town committee op-eds due: Monday, Oct. 12, at noon
- Election 2026 Special Issue: Monday, Oct. 19
- Early Voting: Monday, Oct. 19-Sunday, Nov. 1
- Last endorsements published: Tuesday, Oct. 27
- Last election letters to the editor published: Friday, Oct. 30
- Election Day: Tuesday, Nov. 3

Candidate Information Form

GMW asks all candidates to complete our **Candidate Information Form** to provide us with campaign contact information, correct ballot identification and scheduling details. Completing the form does not replace the separate submission of a candidate bio, photo or op-ed.

- Who: **Every candidate whose name will appear on a Wilton ballot is asked to complete and submit a GMW Candidate Information Form.**
- **Deadline: Friday, Sept. 18, at 5 p.m.**
- *(The **Google Form Live Link** has been removed for public publishing; candidates and Town Committees have been sent the link separately.)*

General Rules for All Election Submissions

All other materials (letters, endorsements, op-eds, candidate bios and photos) must be submitted through GMW's online [Submit a Story form](#). We cannot accept materials via email.

- **Deadlines and word limits are firm.** Materials exceeding a word limit will not be accepted. **GMW** does not consider a submission as received until it meets all applicable requirements, including stated deadlines and word counts.
- **Candidates, campaigns, political committees and their representatives are solely responsible for meeting every deadline in this guide. No exceptions will be made.**
- Submissions must include the author's full name, email address, phone number and verifiable address. Contact information will not be published unless relevant and authorized.
- **GMW** reviews all submissions for compliance with its editorial standards, election policies and Terms of Use.
- **GMW** may reject material or request revisions. Personal attacks, knowingly false statements and unsupported assertions will not be published.
- **GMW** may fact-check submissions, seek independent confirmation and offer a person or organization named in a submission an opportunity to respond. This applies to letters sent by readers as well as all other categories of submitted materials, **including sponsored posts.**
- Submissions may be edited for grammar, spelling, clarity, brevity and **GMW/AP** style without changing their meaning.
- Submitting material does not guarantee publication.

All submissions are governed by **GMW's** [Terms of Use](#).

AP Style: "Democrat," "Democratic" and "democratic"

GMW follows AP style: "Democrat" is a proper noun for a member of the Democratic Party; "Democratic" is the adjective for the party, its candidates or its positions; and lowercase "democratic" describes a system or principle of democracy. "Republican" and "Democratic" are capitalized when referring to the political parties or their philosophies.

Using "Democrat" as an adjective — for example, "Democrat candidate" — is incorrect under this style and may be perceived as pejorative. **GMW** will correct inadvertent misuse of these terms but may return or reject materials when the usage appears deliberate or continues after the author has been notified of **GMW's** style. **GMW** reserves the right to explain publicly why material was rejected.

Fairness, Independence and Candidate Identification

GMW will cover news as warranted. Equal opportunity to submit campaign materials does not guarantee identical news coverage. Editorial decisions are based on news value, public interest, relevance and available reporting resources.

When relevant, **GMW** may identify a public official or other news subject as a candidate even when the story itself is not election related.

GMW does not endorse candidates or ballot positions. News coverage, paid advertising, sponsored content, letters and endorsements are separate categories and will be labeled accordingly and should not be construed as an endorsement or expression of support by **GMW**.

GMW does not publish advance notices, calendar listings or editorial coverage solely to promote campaign fundraisers. *Campaigns may inquire about paid advertising or sponsored content for fundraisers.*

Candidate Activity Outside the Campaign

GMW will review any written, recorded or photographic submission from a candidate, campaign or political committee — even if described as unrelated to the election — to determine whether it promotes a candidate and should count toward applicable submission limits. The same review applies to current officeholders writing about official activities or public policy.

Material submitted by one candidate about another candidate (including an endorsement or a letter submitted in support of another candidate) may be counted as the submitting candidate's single allotted op-ed.

Corrections, Responses and Policy Changes

GMW may correct published material under its usual editorial practices. When circumstances warrant, **GMW** may invite or permit a response, but doing so does not waive word limits, deadlines or other policies unless an editor states otherwise in writing.

GMW may revise these guidelines when necessary because of ballot changes, breaking news, legal requirements, scheduling constraints or unforeseen circumstances. Material changes will be posted or communicated as appropriate. Questions and good-faith concerns are welcome.

Candidates, campaigns, political committees and their representatives are *solely* responsible for meeting every deadline in this guide. No exceptions will be made.

Letters to the Editor and Endorsements

Election letters are submissions from readers expressing an opinion about a candidate, race, ballot question or election issue.

GMW generally defines endorsements as statements of support from elected or public officials, or authorized representatives of established civic organizations, advocacy groups, unions and similar entities. Editors retain discretion to classify a submission as a letter or endorsement and will attempt to notify the author before publication if the classification changes.

Classification notes: Except in extraordinary circumstances, statements or letters submitted by an elected official “as a resident” or by a recognized representative of an organization will be treated as endorsements rather than ordinary letters to give readers appropriate transparency.

Similarly, something submitted as an ‘endorsement’ may be reclassified by editors as a letter.

GMW has discretion over how submissions are classified and how letter writers are identified. In such cases, **GMW** will attempt to contact the author before any publication.

Weekly Letter Publication

GMW will publish election letters together in a weekly Friday article. Up to 15 letters will ordinarily be published each week in the order received. **GMW** may increase or reduce that number based on volume, space and editorial considerations.

GMW prioritizes letters from Wilton residents writing about election-related topics affecting Wilton.

Nonresident letters are considered when space permits and the topic has a direct Wilton connection.

GMW ordinarily will publish no more than one letter from a writer on any Friday. During the election period, first-time writers will receive priority over repeat writers. **GMW** will make a good-faith effort to publish eligible letters but cannot guarantee publication.

- **All materials must be submitted through **GMW's** online [Submit a Story form](#). We cannot accept materials via email.**
- **Word limit:** 225 words
- **Deadline:** Thursday at noon for possible publication Friday; letters received after deadline will be considered for the next possible publication time.
- **Publication period:** Friday, Sept. 11, through Friday, Oct. 30
- Letters must be signed with the writer's full name and include a verifiable address and phone number (**address and phone number will not be published**). **GMW** does not publish anonymous or pseudonymous letters.
- **Letters must adhere to **GMW's** [policies and guidelines](#)** regarding content and comments. **GMW** may reject a letter or request edits if we determine it does not comply with these guidelines, **GMW's** editorial policies or its **Terms of Use**.
- Factual claims must be supportable. Documentation must be provided upon request.
- **GMW** may contact the subject of a letter for comment or a response.
- Letters may be edited for grammar, spelling, clarity and **GMW** style; meaning will not be changed.
- **Submitting a letter does NOT guarantee it will be published.**

Weekly Endorsement Publication

GMW will publish endorsements together in a weekly Tuesday article. Endorsements will be published each week in the order received.

- **All materials must be submitted through GMW's online [Submit a Story form](#). We cannot accept materials via email.**
- **Word limit:** 500 words. A longer endorsement requires advance editorial approval
- **Deadline:** Monday at noon for possible publication Tuesday; endorsements received after deadline will be considered for the next possible publication time.
 - **Exception:** *Because GMW offices are closed Monday, Sept. 21, the endorsement deadline that week is Tuesday, Sept. 22, at noon, for publication Wednesday, Sept. 23.*
- **Publication period:** Tuesday, Sept. 15, through Tuesday, Oct. 27
- Endorsements may be submitted by the endorser, a candidate or an authorized campaign representative.
- **Endorsements must adhere to GMW's [policies and guidelines](#). GMW** may reject an endorsement or make edits based on our **Terms of Use** if **GMW** determines that it does not comply with these guidelines, **GMW** editorial policies or its Terms of Use.
- Factual and quote accuracy will be checked when practicable.
- Endorsements may be edited as press releases are edited — for grammar, spelling, clarity, brevity and **GMW** style — without changing meaning.

GOOD Morning Wilton will not make endorsements of any candidate or issue. Letters and endorsements submitted by the public are separate categories and will be labeled accordingly and should not be construed as an endorsement or expression of support by **GMW**.

Election 2026 Special Issue — Monday, Oct. 19

GMW will publish its **Election 2026 Special Issue** on **Monday, Oct. 19**. Candidates in every race on the Wilton ballot are eligible to participate in the candidate bio and op-ed components described below. Candidates in Wilton's state legislative races will be invited to sit for an interview. **GMW** editors will determine coverage of other races on an as-needed basis, as well as the format and placement of ballot-question coverage and other election information.

Submission and Production Requirements

All other materials (letters, endorsements, op-eds, candidate bios and photos) must be submitted through GMW's online [Submit a Story form](#). We cannot accept materials via email.

- All text must be inserted into the Submit a Story form. The form does not accept Word documents or PDF attachments. Do not submit text as a scanned PDF or image.
- **Do not embed photos or campaign graphics inside a text document.** Attach image files separately.
- Candidates must resubmit any materials returned for revisions or corrections before the original deadline. **GMW** will not extend a deadline when materials are returned because they don't conform to these policies or submission instructions.
- **GMW** may use its own Election 2026 graphics instead of a submitted campaign image.
- Links, footnotes and source material do not count toward the published word limit, but **GMW** may remove unnecessary links, references or hyperlinks that do not meet our *Terms of Use*.
- **GMW** reviews all submissions for compliance with its editorial standards, election policies and **Terms of Use**.
- **GMW** may decline material that cannot be verified or responsibly edited before publication. **GMW** may reject material or request revisions. Personal attacks, knowingly false statements and unsupported factual assertions will not be published.
- **Deadlines and word limits are firm (see submission rules above).**
- **Candidates, campaigns, political committees and their representatives are responsible for meeting every deadline in this guide. No exceptions will be made.**

Candidate Bios and Photos

- Who: Every candidate in every Wilton ballot race
- Bio limit: 200 words
- Deadline: Friday, Sept. 18, at 5 p.m.
- Photo: Submit one separate, high-resolution JPEG or PNG file at least 500 pixels wide. Do not embed the photo in a Word document or PDF.
- **GMW** will not write a campaign bio for a candidate who does not submit one. The special issue will indicate that no bio was submitted.
- **All materials must be submitted through GMW's online [Submit a Story form](#). We cannot accept materials via email.**

Candidate Op-Eds

Each candidate may submit one op-ed for publication in the Oct. 19 Election 2026 Special Issue. All eligible candidate op-eds will be scheduled for that issue, and **GMW** will not publish additional candidate op-eds afterward.

- Who: Every candidate in every Wilton ballot race
- Limit: 800 words
- Deadline: Monday, Oct. 12, at noon
- If a candidate misses the submission deadline, the special issue will indicate that the op-ed was not submitted on time.
- **All materials must be submitted through GMW's online [Submit a Story form](#). We cannot accept materials via email.**

Political Party and Town Committee Op-Eds

Each political party or Wilton town committee may submit one op-ed addressing its candidates, platform or election priorities for the Oct. 19 Election 2026 Special Issue.

- Limit: 600 words
- Deadline: Monday, Oct. 12, at noon
- If a town committee misses the submission deadline, the special issue will indicate that the op-ed was not submitted on time.
- **All materials must be submitted through GMW's online [Submit a Story form](#). We cannot accept materials via email.**

Candidate Video Interviews

GMW plans to conduct recorded video interviews with candidates in Wilton's state legislative races. Interviews will be conducted by Zoom between Tuesday, Sept. 22, and Friday, Oct. 9. Questions will not be provided in advance.

Scheduling information will be sent using the contact information supplied through the Candidate Information Form. Candidates are responsible for responding within the scheduling window.

Advertising and Sponsored Content

The following policies apply to political banner advertising and sponsored posts on **GMW**. Paid placement does not influence editorial coverage.

- Advertising is first-come, first-served and is not confirmed until payment is received.
- Campaigns are responsible for submitting creative materials on time and in the required format.
- Creative may be submitted as a high-resolution JPEG, PNG or PDF that meets the specifications in **GMW's** media kit.
- Advertising materials must be received at least 48 hours before the scheduled start date for review and approval. A late submission does not extend the purchased run.
- Political advertising should focus on a candidate's qualifications, record, priorities or positions. **GMW** will review comparative advertising carefully and will not accept attack advertising or material inconsistent with **GMW's Terms of Use**.
- **GMW** accepts submissions of Sponsored Posts. Sponsored posts are subject to the same editorial, factual and civility standards described in this guide and will be clearly labeled.
- **GMW** may fact-check submissions, seek independent confirmation and offer a person or organization named in a submission an opportunity to respond. This applies to letters sent by readers as well as all other categories of submitted materials, **including sponsored posts**.
- **Candidates, campaigns and committees are solely responsible for compliance with all applicable federal and Connecticut campaign-finance laws, SEEC rules and attribution requirements, including legible "Paid for by" and, when required, "Approved by" language.**
- **GMW** may reject, pause or remove advertising that does not comply with these policies or applicable law.

View **GMW's** [online advertising media kit](#) or email us at advertise@goodmorningwilton.com for availability, rates and contract terms.

Important: **GMW** does not provide legal or campaign-finance advice. Advertisers should consult their campaign treasurer, counsel or the Connecticut State Elections Enforcement Commission about required disclaimers and reporting.

Election 2026 Calendar and Deadlines

All deadlines are Eastern time. Election letters and endorsements received after a weekly deadline will be considered for the next available publication cycle, if one remains. Candidate forms, bios, photos and op-eds received after their stated final deadlines will not be accepted. Dates below are **GMW** editorial dates and do not replace official government election deadlines.

Candidates, campaigns, political committees and their representatives are solely responsible for meeting every deadline in this guide. No exceptions will be made.

When GMW offices are closed, timestamps will be noted for any deadlines, where applicable.

Official voting dates, ballot content, registration deadlines, early-voting information, absentee-ballot rules and polling locations are controlled by state and local election officials. **GMW** will report and link to official voter information separately as it becomes available.

Date / Deadline	GMW Event
SEPTEMBER	
Thurs., Sept. 10, noon	First weekly election letters deadline
Fri., Sept. 11	First weekly election letters published
Sept. 11-13	GMW offices are closed in observance of Rosh Hashanah.
Mon., Sept. 14, noon	First weekly endorsements deadline
Tues., Sept. 15	First weekly endorsements published
Thurs., Sept. 17, noon	Weekly election letters deadline
Fri., Sept. 18, 5 p.m.	Candidate Information Form deadline
Fri., Sept. 18, 5 p.m.	Candidate bio and photo deadline
Fri., Sept. 18	Weekly election letters published
Mon., Sept. 21	GMW offices are closed in observance of Yom Kippur
Tues., Sept. 22, noon	Weekly endorsements deadline
Wed., Sept. 23	Weekly endorsements published
Sept. 22-Oct. 9	Candidate video interview window
Thurs., Sept. 24, noon	Weekly election letters deadline
Fri., Sept. 25	Weekly election letters published
Mon., Sept. 28, noon	Weekly endorsements deadline
Tues., Sept. 29	Weekly endorsements published

Date / Deadline	GMW Event
OCTOBER	
Thurs., Oct. 1, noon	Weekly election letters deadline
Fri., Oct. 2	Weekly election letters published
Mon., Oct. 5, noon	Weekly endorsements deadline
Tues., Oct. 6	Weekly endorsements published
Thurs., Oct. 8, noon	Weekly election letters deadline
Fri., Oct. 9	Weekly election letters published
Fri., Oct. 9	Interview window closes
Mon., Oct. 12, noon	Candidate and political party/town committee op-ed deadline
Mon., Oct. 12, noon	Weekly endorsements deadline
Tues., Oct. 13	Weekly endorsements published
Thurs., Oct. 15, noon	Weekly election letters deadline
Fri., Oct. 16	Weekly election letters published
Mon., Oct. 19	Election 2026 Special Issue published
Mon., Oct. 19, noon	Weekly endorsements deadline
Oct. 19-Nov. 1	Early voting
Tues., Oct. 20	Weekly endorsements published
Thurs., Oct. 22, noon	Weekly election letters deadline
Fri., Oct. 23	Weekly election letters published
Mon., Oct. 26, noon	Final weekly endorsements deadline
Tues., Oct. 27	Final weekly endorsements published
Thurs., Oct. 29, noon	Final weekly election letters deadline
Fri., Oct. 30	Final weekly election letters published
NOVEMBER	
Tues., Nov. 3	Election Day