

# Your Campus Newspaper = Your Megaphone

Want to make a splash with your organizing on campus? Your campus newspaper is a great way to spread the word about why we need immigration reform, and reach lots of people at once and urge them to take action (which will help your organizing). But to get an article, you need to contact (or 'pitch') a campus reporter and ask them to write an article about your work.



## Guidelines for 'pitching' a reporter:

**Localize the national story** - Show how this complex, national story is playing out on campus. This isn't just a political fight in DC - students here on campus are involved/impacted too. Reporters and editors are highly aware of their audience - explain why students on campus should care and why they'll be interested in reading this story.

**Make it personal** - Reporters like to weave a larger narrative around someone's story. Great to highlight the work of a particular student who is passionate about this, or a student like a DREAMer or one who has family impacted by this broken system.

**Invite them to tag along** - Having an event? Invite a reporter. Doing a lobby visit or meeting? Invite a reporter. Rather than just telling a reporter you're doing work around immigration, show them by bringing them to your actions.

**Find the right reporter** - Figure out which reporter covers these issues by researching who writes what. The guy who usually covers sports isn't going to write about immigration reform. Once you figure out who you want, suck up to them. As in, "I really liked your article last week on X, and thought you might be interested in..."

**Do the research for them** - The less work they have to do, the better. Anticipate what information they'll need and have it ready.

**Write an op-ed** - Figure out what the steps are for submitting an op-ed and write one. Explain what you and students on campus are doing to reform our broken immigration system and tell others why and how they should get involved.

**Meet with the editors** - If your paper does editorials, ask to meet with the paper's editors. Explain what you're doing & ask them to push the school to take steps like accepting DACA students etc.

## Sample 'Pitch' email

Here's a sample pitch email just to get you started. It's more important to follow the guidelines above than to use this exact email. **Always make sure to invite a reporter to your events and don't forget to write an op-ed!**

Hi X,

My name is Michael McShane and I'm working with \_\_\_\_ (*your campus group name*) \_\_\_\_ to organize students on campus around comprehensive immigration reform. We've got dozens of students on campus engaged on this issue so that we can help to impact this national issue here locally. So far we've done *EXAMPLE, EXAMPLE, and EXAMPLE.*

I saw your article last week on *SOMETHING RELATED TO THIS* and thought this might be an issue you're interested in. Do you have time to meet and talk?

Thanks,

Michael