



Campus Pundit Program Pitching Guidelines

Op-ed Pitching Guidelines

1. *Choose your topic wisely.* Papers have regular contributors, so make sure that you familiarize yourself with what has already been published on your topic of interest before you write your opinion piece. This will also help with your angle because an op-ed is more effective when it offers an unexpected point of view.
2. *Be concise, timely and specific in your pitch.* A typical op-ed runs around 600-800 words and should be a traditional *persuasive* piece related to a current news topic or campus issue. Your pitch needs to answer the following questions: What's the hook? Why are you writing this now? Why is it relevant or worth reading at this particular moment?
3. *Put the topic of your opinion piece as the subject of the email.* It is easier for the editors to notice your piece if the email subject intrigues them. And it also helps them to use timely pieces while they are still relevant if the subject line is specific. Send your article pasted in the body of the email, not as an attachment
4. *Briefly explain who you are.* This is necessary to establish your credibility - why are you best placed to write about that topic. Also provide your contact information.

Email Pitch Template

Hello,

I am [name, year, major, other relevant qualification]. Pasted below is my submission on [summarize your op-ed in one or two sentences]. Let me know if [insert college paper name] would be interested in publishing.

Best,

[Name]

[Contact details]

[Paste op-ed piece here]

Effectively, the pitch should read something like this:

Hello,

I am a junior studying Entrepreneurship and also the executive director of GogoCart, a student service that provides affordable transportation. Pasted below is my submission on the recent university initiative to ban all non-academic entrepreneurial projects on campus and how it will effectively lead to the death of the Entrepreneurship major. Please let me know if The Anarchist would be interested in publishing.

Best,



King Queen
kqueen@college.edu | (123) 456-7890

Recap

To summarize, an effective pitch should include:

- A summary of your argument
- A sentence or two about any relevant credentials
- The completed piece pasted below your pitch in the body of your email, not as an attachment.
- Your contact information

What happens when you hear back?

1. If it's a yes: thank the editor.
2. If it's a no: thank the editor, it's a good way to establish that relationship for future pitches.

What happens if you don't hear back?

1. Most papers tell you how long they take to respond to submissions, if you don't hear back within that time frame, then you can pitch your idea elsewhere. If they don't say how long they will take, then you can follow-up in 3 business days.
2. If your op-ed has a very short shelf life — say, you wrote about someone's speech at a convention and you know it will be out of the news in a few days — then you can allow for about one or two days before pitching it elsewhere.

Questions?

Email us at campuspundit@youngvoicesadvocates.com.