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@CPMUSTANGNEWS

1

## GOT A STORY?

Mustang News is a student-run integrated newsroom that caters to Cal Poly's community. We want to hear from anyone that feels they have a compelling story to share with the community. Aspects that make a story newsworthy are:

**Timeliness**- currently or recently happening events

**Proximity**- people care about what happens near them and to their community

**Conflict**- it's interesting when people have differing opinions

**Human interest**- these stories appeal to emotions or entertainment.

2

## PITCH IT

The purpose of a pitch is to stimulate interest. A written pitch is comprised of a strategic message that illustrates the importance of your story and grabs a journalist's attention.

**1** Hook the journalist. Start the pitch as though you were writing the story, showing how enticing it is. Include an eye-catching subject line and a short, straight-to-the-point email body.

**2** Describe relevance. Why will the audience care about this story?

Examples: Is your club or organization winning an award? Are you hosting a campus-wide event or fundraiser? Is there an interesting speaker coming to campus?

**3** Provide contact information. Who should the journalist speak to? Be sure to notify these contacts ahead of time.

3

## INTERVIEW

**1** Go over what you want to say in the interview the day before. It can be helpful to write down a few main points you want to discuss beforehand.

**2** Be ready for questions from the journalist. They usually will not give you their questions beforehand but you can ask for the general focus.

**3** Relax and be yourself. Take as much time as you need to answer questions.

4

## EDITING

Mustang News is a professional news organization that has strict criteria for a story to be published. Before publishing, every story

goes through multiple rounds of editing. This guarantees every published story was done at the highest professional standards. Not all interviews result in a published story.

5

## PUBLISH

Mustang News is a print and digital news organization and all published stories can be accessed through our website.

To verify that your story is being published and where to contact: [editor@mustangnews.net](mailto:editor@mustangnews.net) (805) 756-1796

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Mustang News is a student-run integrated newsroom, and has been the premier publication available on the Cal Poly campus since 1916. The editorial and reporting staff are committed to providing the best possible coverage of campus and community news to Cal Poly's faculty, staff and students, as well as residents of San Luis Obispo. Mustang News is here to give you a voice and encourages you to contact us with stories that you feel people need to know.

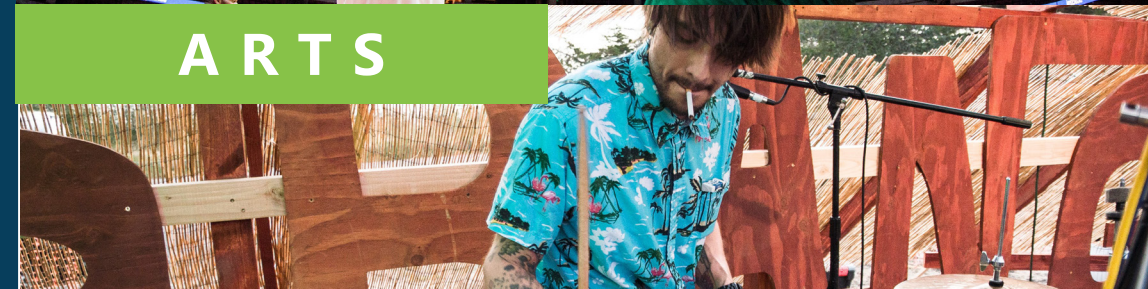
## NEWS



## SPORTS



## ARTS



## OPINION

