

# TIPS FOR REACHING OUT TO YOUR SCHOOL NEWSPAPER

Campus newspapers are a great way to get the word out about your voter registration drive. Use the tips outlined below to reach out to your campus newspaper or radio station:

- Make sure you have all of the details of your event finalized: date, time, location and anything else that may be important to note for publicizing the event.
- Search on your college's website to see if your school has a student newspaper. Many campus newspapers have a social media presence as well, which will often link to the articles your campus newspaper publishes.
- Once you've identified your school's newspaper, do some digging to see if they've recently covered anything related to voter registration, voting rights, etc.
- If they have covered relevant topics, reach out to the student reporter who covered the topic to see if they would be interested in doing a write-up on your voter registration drive. If you are not able to find any relevant coverage, reach out to the paper's Editor in Chief, as well as their general assignment email (if they have one listed online).
- Some universities also have student-led radio stations, which can be another great way to get the word out about your voter registration drive. You can usually find their contact information on your school's website and social media profile. Ask them to share details about the event on air or offer to join them live for an interview. You can find some talking points below to guide the conversation.
- If your school does not have a campus newspaper or radio station, consider reaching out to the student affairs or communications office to ask if they can help you get the word out.
- Once you've identified your school's newspaper, do some digging to see if they've recently covered anything related to voter registration, voting rights, etc.
- If they have covered relevant topics, reach out to the student reporter who covered the topic to see if they would be interested in doing a write-up on your voter registration drive. If you're not able to find any relevant coverage reach out to the paper's Editor in Chief, as well as their general assignment email if they have one listed online.
- When reaching out, make sure you include all the information you'd like students to know and a few points on why it's important for young people to get registered.
- Let them know you're happy to answer any questions they might have before, during and after the event. If they can't get someone out to cover the event, offer to take some photos to send along later if they're interested in doing a post-event write-up.

- Make sure you reach out about a week in advance to give the paper enough time to prepare.
- Lastly, don't be afraid to follow up a day or two before the event if you haven't heard back to remind them that this event is taking place.

### **TALKING POINTS FOR STUDENTS**

- SPLC on Campus is a program of the Southern Poverty Law Center. This fall, the program is focused on voter registration and get out the vote efforts.
- Millennials and Gen Xers make up the majority of voting-aged adults, but turnout for midterm elections among this generation is traditionally low.\*
- We want to encourage young people to register to vote, and also to turn out to the ballot box for all local, state-wide, and national elections.
- John Lewis said that “the right to vote is precious, almost sacred.” Many fought for the right to vote, and we are doing our part to make sure their efforts were not in vain.

\*SOURCE [HTTP://WWW.PEWRESEARCH.ORG/FACT-TANK/2018/06/14/YOUNGER-GENERATIONS-MAKE-UP-A-MAJORITY-OF-THE-ELECTORATE-BUT-MAY-NOT-BE-A-MAJORITY-OF-VOTERS-THIS-NOVEMBER/](http://www.pewresearch.org/fact-tank/2018/06/14/younger-generations-make-up-a-majority-of-the-electorate-but-may-not-be-a-majority-of-voters-this-november/)