

SMU-TV Contributor Guidelines

About SMU-TV

SMU-TV is the student-run television station at SMU, providing accurate, fair, and engaging coverage of campus and community news. We produce professional-level newscasts, digital content, and live coverage while giving students hands-on newsroom experience.

What We're Looking For

We welcome pitches and contributions across:

- Campus News: student government, safety, academics, and student life
- Community Stories: Dallas events, local issues, and culture with student relevance
- Sports & Entertainment: games, performances, and campus events
- Special Features: profiles, human-interest stories, or innovative projects

Special Shows:

- **Al Punto** – Our Spanish-language program highlighting community stories, culture, and news for our Spanish-speaking audience.
- **Press Pass** – Our sports show covering campus athletics, student-athlete stories, and sports-related events.

Stories should be timely, accurate, and relevant to SMU students and the broader community.

Contributor Roles

- Reporters: Pitch and report stories, conduct interviews, write scripts, and meet deadlines
- Anchors/Hosts: Deliver news on-air with professionalism and preparation
- Videographers/Editors: Capture clean audio/video, edit to broadcast standards, and maintain equipment
- Producers: Help shape shows, coordinate reporters, and manage production flow

How to Pitch

1. Subject Line: "Pitch: [Story Title]"
2. Include:
 - Concept (2–3 sentence summary)
 - Angle (why this matters now)
 - Approach (how you'll report it: sources, visuals, locations)
 - Timeline (when you can deliver)
3. Send To: vaevans@smu.edu or chipm@smu.edu

Standards & Expectations

- Accuracy First: Verify facts, attribute sources, and correct mistakes quickly.
- Fairness: Include multiple perspectives and avoid bias in language or visuals.
- Professionalism: Meet deadlines, communicate with producers, and conduct yourself respectfully.
- On-Camera Prep: Dress appropriately, research thoroughly, and rehearse before going live.
- Ethics: Do not fabricate, plagiarize, or misrepresent sources. Protect confidential sources when promised.
- Social Media: Maintain professionalism on personal accounts and avoid posting opinions on stories you cover.

Deadlines

- Show Content: 24–48 hours before air
- Feature Packages: 1–2 weeks before airing
- Breaking News: Immediate communication with producers

Equipment & Facilities

- Check out and return equipment properly
- Report technical issues right away
- Studio time must be booked in advance and reset after use

Getting Involved

- Attend SMU-TV meetings and workshops
- Work with student media leaders for mentorship
- Build your reel/portfolio as you contribute
- Follow @SMUTVofficial on social for updates

Final Note

SMU-TV is a training newsroom: we expect high standards but also encourage learning. Contribute, take feedback, and grow as a journalist. Your work has the potential to reach the entire SMU community—make it count.