Daily Campus Contributor Guidelines

About The Daily Campus

Welcome to The Daily Campus, SMU's national award-winning student news organization. Since 1915, student reporters have covered news, SMU sports, and campus life through print editions, podcasts, videos and daily online updates.

We are a digital-first newsroom and active on social media platforms where we engage with students, faculty and the SMU community. Our news magazine, "The DC" publishes twice a year, once in the fall and spring semesters, and is available in Umphrey Lee, Hughes-Trigg and various buildings throughout campus.

We welcome story ideas from all students. Our coverage ranges from serious investigations to what students are listening to ask they walk across campus. If it's happening on campus, we want to know about it.

Send in story ideas to smudailycampus@gmail.com

When pitching a story, include "Story Pitch" in the subject line and the following information about your pitch. An editor will respond to you and work with you on a deadline, if your pitch is accepted:
- Type of story (Event? Sports? Op-ed?):
- Story idea/in 3-5 sentences:
- At least 3 Possible sources:
- Video and/or Photo possibilities from the event:

What We're Looking For

We welcome pitches about:
- Student government, safety, academics, club events
- Dallas/local events, lifestyle & arts news
- Sports, (intramural, club, etc.)
- Profiles, human-interest stories, or innovative projects
- Guest opinion pieces

Multimedia

-Podcasts: Pitch episodes for our podcast "The Pony Pod," our "Ask The Expert" series, or develop your own!
-Short Videos: :30 second - 2-minute videos formatted for YouTube or a social media platform

-The DC: pitch stories to The DC, an award-winning news magazine published once a semester by The Daily Campus.

Contributor Roles

- Reporters: Pitch and report stories, conduct interviews, write stories, and meet deadlines
- Photographers: Be available to take photos and/or videos of news and events on and off campus.
- Social Media Team: Be aware of what's trending and help create content for the social media platforms for The Daily Campus.
- Layout & Design: Help design the The DC, the award-winning news magazine published once a semester by The Daily Campus.

-How to Pitch

1. Email smdailycampus@gmail.com put **Daily Campus Pitch: [Story Title]"**
 in the Subject Line
2. Include:
 - Story Idea (2–3 sentence summary)
 - Sources (3 possible sources:)
 - Video/Photo/Audio? (how you'll report it: sources, visuals, locations)
 - Timeline (when you can deliver)

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.

- Ethics: Do not fabricate, plagiarize, or misrepresent sources. Protect confidential sources when promised.

- Conflict of interest: Do not cover stories that could compromise your ability to report fairly and accurately. (For example, interviewing sources that you are related to or have a friendship with, covering a story about an organization you belong to, etc.)

- Social Media: Maintain professionalism on personal accounts (or keep social media accounts private) and **avoid posting opinions on stories you cover**.

Deadlines

- Events & sports matches/games: Usually 24 hours after ending, but consult with an editor.
- Opinion: up to a week after pitching, but consult with an editor

Getting Involved

- Follow Daily Campus @SMUTVofficial on social media for updates
- Attend Daily Campus Meetings meetings Tuesdays at 5 p.m.
- Work with student media leaders for mentorship

Mission Statement:

The mission of The Daily Campus is to serve as the independent voice of the SMU community as responsive student media in a learning environment dedicated to excellence, student freedom of expression as guaranteed under the under First Amendment and sound creative and business practices appropriate to a university community.