

How to Start a Pro-Life Publication (Part 1)

Defend Life on your campus.

1. Choose a mission for your publication. Write it out clearly and decide which life issues you want to address. Once you have this, choose a name for your publication that fits your mission. You want something that will spark people's curiosity and make them reach for your publication even if they aren't already pro-life.

2. Decide on a style. Do you want a magazine, a tabloid (half-size or folded sheets), or a newspaper? Can you afford to publish in color and/or on glossy paper? (Remember that as your publication grows, you may be able to upgrade.) What types of writing will you include? Many good publications combine news articles, feature stories, investigative reporting, photo compilations, and op-ed pieces in order to cover the different aspects of the pro-life message. Are you planning to publish monthly, bimonthly, or once a semester? Monthly is recommended, especially since you can adjust the number of pages each month

to fit this frequency. The frequency of your publication will depend largely on the resources that you have available.

3. Recruit your staff. Depending on the size of your publication, you will have a number of positions to fill. These include publisher (oversees fundraising, advertising, and accounting), advertising manager (compiles a list of businesses for advertisement solicitation), editor-in-chief (directs the entire paper, manages the staff, and approves the paper before printing), managing editor (assists the editor-in-chief and oversees distribution), production editor (oversees the layout and makes sure the design is consistent), staff photographers, and, of course, staff writers. You can advertise for writers among your pro-life friends, at other student clubs' meetings, and in each issue of your publication. Make sure that your staff maintains professionalism at all times. This will make donors and advertisers more likely to contribute and will also help your credibility on campus. Remember that others will be looking to fault you due to your pro-life stance.

4. Fundraise. The first element of production is fundraising. You can raise the initial funds from pro-life donors in your area. Build up a list of prospective donors and send a letter asking them to donate. Always continue adding to your donor database. You should have your publisher solicit advertisements from a large number of companies and non-profit organizations. Donations and advertisements can drop off, so be sure that you have a variety of donors and advertisers.