

JCOM 371 Final Pitch Email

To: Veronica Schneider

Subject: Flu Season Story Opportunity: UO's "Shoo Flu!" Campaign

From: Mia Saucedo

Hi Veronica,

As flu season is upon us, I wanted to share a timely and impactful story idea for the Daily Emerald. The University of Oregon Health Center has launched its annual flu vaccination campaign, "Shoo Flu!", with an ambitious goal of vaccinating 85% of students by the end of winter term.

Last year, flu-related absences disrupted campus life, with more than 6,500 student absences reported in fall term alone. This year, the campaign includes mobile flu shot clinics conveniently located across campus and exciting incentives like free food, "Shoo Flu!" t-shirts and the chance to win an Apple iPad Pro.

I thought this story might resonate with your health and wellness beat, especially given your excellent coverage of health issues on campus. Quincy Hawkins, the UO Health Center director, and students like Luke Brownfield, an accounting major who recently received his flu shot, would be great sources for your story.

Would you be interested in covering this campaign? I'm happy to provide more information or connect you with key sources. I am looking forward to hearing your thoughts.

Best regards,

Mia Saucedo

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