



Top 40

Ways to Use the Collegiate Readership Program on Campus

Co-curricular Events:

1. Conduct a **Trivia / Quiz Bowl** in your student union or on a quad. Quiz students on questions taken from that week's newspapers. Offer prizes to the winning team (Xavier University).
2. Host **Current Event Discussion Groups**. Choose a different theme each week, or allow the group to determine the topics as newsworthy events arise (various).
3. Launch a **Penny Drive**. Have students focus on a social issue or national need (Darfur, Iraq, Katrina victims, etc), and educate other students about that need through a penny drive and ongoing engagement efforts (Virginia Commonwealth University).
4. Promote a **"Read Week"**. Stress the importance of reading a newspaper and its contribution to long term success. Heavily promote the newspapers on campus.
5. Conduct a **Case Study Challenge**. Ask students to follow an issue in the news over a period of several weeks, and create a case study from selected articles. Students would compete for an educational prize.
6. Foster **Career Education** using USA TODAY's Career Planner and daily news articles.
7. Host an **Issue Month** in the student union. Highlight a different issue or set of issues through bulletin boards each week.
8. Start an **"Adopt an issue" program** with students from different organizations. Each organization or student group would adopt an issue and work to promote their issue on campus.
9. Arrange **Student Debates** on current issues of importance to them.
10. Arrange **Mock Presidential Debates** – students each impersonate a candidate
11. Host **Film Your Issue panel discussions**.
12. Host an **"Express Your Issue through Art"** event. Art show/contest on campus where students' art provides commentary on social issues.
13. Host a **Poetry Slam** about current global and social issues.
14. Launch a **Get Caught Reading Campaign** sponsored by new SGA leadership as a means to introduce themselves. If a fellow student is seen reading USA TODAY, award him or her a prize.
15. Initiate **"Get Caught Reading by (insert mascot name here)"** where the mascot will venture around campus every Tuesday and Thursday looking for students reading USA TODAY to receive a free T-shirt and picture with the mascot to be posted in the campus newspaper. (Sam Houston State University)
16. Host **current events quizzes at sporting events**. Students can call or text a certain phone number with the correct answer to win a small prize and are entered to win a larger prize at the end of the football/basketball season.
17. **Sunday Chat** - Weekly discussions scheduled for every Sunday evening where each RA in the hall will rotate being the "host" and help moderate the discussion (as well as the set-up) with possible guest speakers on certain subjects. The trick is to keep it an informal discussion where everyone can participate on whatever level they wish. If it turns into a lecture, the students won't come. *One topic from last year – discussion on child sex predators with a member of the police department in attendance to answer technical questions about entrapment, etc* (University of Richmond).
18. **I Read for Ice Cream** – Students will receive free ice cream in exchange for an article from USA TODAY (Sam Houston State University)
19. **Extra! Extra! Read all about it!** - Student group will assemble early in the morning to staple flyers onto that day's USA TODAY for two weeks. Flyers include a chance to win a gift card to the bookstore that is drawn at the end of the two week period. (Sam Houston State University)

20. **Free Money for your Organization** - Issue current events quizzes to the student organizations throughout a one month period. Reward the winner (the organization with the most quizzes submitted with the most correct answers) with a cash prize. (Sam Houston State University)
21. Have students “**Twist it Up**” with a game of Twister that incorporates current events. Each dot will have a fact from USA TODAY and the spinner will have each section from the newspaper (News, Money, Sports, and Life). The students will have to choose the right fact from the section given and place their extremity on that dot. Last person standing wins a prize! (Sam Houston State University)
22. Supplement your already existing awareness programs on campus safety and the impact of binge drinking by utilizing the USA TODAY two-part series case studies on **Alcohol and Drug Abuse on Campus**.

Curricular Events:

23. Assign students to **create a marketing plan** for the readership program, the ultimate goal of which is to increase student awareness and readership of the newspapers.
24. Use newspapers and online resources (IE - case studies) to **support your First Year Experience Program**.
25. Use Young & In Debt articles, website, and user guide to **teach Financial Literacy**.
26. Host a **Letter to the Editor contest**, where students write letters to the editors of participating newspapers. The first student to get published wins a prize.
27. Create **Bulletin Boards** in academic buildings/ departments to highlight current news related to that school or discipline.
28. Host **workshops** geared towards Diversity, Leadership and/or any of the five disciplines that are on USA TODAY Education's website.
29. Encourage student participation in a **Service Learning Project** tied to help a business/non-profit group in the community that they have read about.
30. Host a workshop centered around **Executive Suite**, focusing on free enterprise, ethics and diversity.
31. Examine the regular features of USA TODAY and relate it back to particular disciplines through the use of USA TODAY's **Academic Integration Chart**.
32. Host a **writer's workshop** with journalism schools or with college newspapers discussing different news-writing styles. (Writing for internet vs. newspapers, writing for NYT vs. USAT, etc.)
33. Discuss the “**Ethics Question of the Day**” based on a topic of interest or debate in today's newspaper. (Texas A&M Galveston)
34. Using information from the newspaper, **introduce and debate new legislation** with a “Did you know...” format. (Texas A&M Galveston)
35. Use USA TODAY's daily feature “**Today's Debate**” for daily discussion and deliberation on various topics.
36. Study the **International news** within USA TODAY and associate the relationships and partnerships between various countries and the United States. (Texas A&M Galveston)
37. Host a **Faculty debate** on issues, or a debate between students and faculty.
38. Contribute to **Faculty Professional Development** by hosting an information session about the components of the newspaper, the resources available through the program, and best practices.
39. Host a **Faculty-led discussion** of a certain topic of importance in the news.
40. **News at Noon** - Weekly student discussions on particular current event topics, led by a faculty expert in that field. (University of Missouri – St. Louis)