The Collegiate Readership Program
Connecting your campus to the world
Program Mission:

The Collegiate Readership Program is designed to promote civic engagement, global awareness, and media literacy on campus by exposing students to the news in their living, learning, and community spaces.
Program Overview: Learning Outcomes

- Prepares students to live and work in a global society.
- Encourages students to explore other cultures, nationalities, and viewpoints.
- Promotes a sharing of ideas related to responsible citizenship.
- Empowers students to seek knowledge outside of the classroom and sets them on a path towards lifelong learning.
Program Overview: Components

• Availability of a selection of newspapers each day, M-F

• Web-based resources for use in and out of the classroom

• Programming ideas and ongoing support from USA TODAY Education
Program Overview: Newspaper Distribution

Open-air displays for use in secure campus locations (e.g. residence halls)

Card Reader Displays for use in public access locations (e.g. student union)

Recycling Bin to be placed at all display locations
Program Overview: National Information

- Started by President of Penn State University in 1997

- Began as a residence-hall specific program, but now offered campus-wide as academic program

- Over 420 campuses now participating
Program Overview: University of Missouri – St. Louis

- Program started in Fall 2006
- Locations include: Millennium Student Center, Provincial House, Thomas Jefferson Library, Benton Hall, Social Sciences, Marillac Hall and Oak Hall
- Brought to you by: Student Government Association
- Funded by: Student Activity Fees
- Students will read approximately 770 newspapers each day this year
- Three newspapers distributed each day: St. Louis Post Dispatch, New York Times and USA TODAY
Fall 2006/Spring 2007 Goals:

Ensure a strong program and greater impact on the student body by increasing daily newspapers and providing resources that can be used in the classroom and co-curriculum.
What is unique about USA TODAY?

- National balanced perspective
- Focus on reader
- Color Coded
- Signature graphics
- Timely news & information
- Exclusive features & investigative reports
- Clear & concise style
What you will find in USA TODAY

National and international news, Political news and information, **Today’s Debate**, **The Forum**, **Across the USA**, weather map.

Market Trends, stock market coverage, mergers, consumer interest, Ad Track, technology, **Executive Suite**, **Your Money**, visual representation of stock market changes.

Sporting events and scores, **Keeping Score**, special interest stories on topics such as leadership and diversity.

Education news, entertainment and pop culture, health, science, book reviews, travel, **A Better Life**, All USA Academic all-stars, Teacher All-stars.
Nation

Firefighter says he set giant Ariz. blaze

TSA ignored student's warning about jets

Agency didn't act until ground crew found box cutters

Security missed box cutters 6 times

New landmark in L.A.

 Disability group to erect for Silver lake

Calendar a factor in Dems' Iowa bailout

Electionline

Edwards, Lieberman focus on NH, Feb. 5 primaries

High court: Lawyer need not be perfect

Political parties use personal data, new technology to court voters

World

Soldiers battle each other and the elements

India, Pakistan struggle to control glacier wasteland that's too cold and barren for anyone to inhabit

Washington

Calendar a factor in Dems' Iowa bailout

Electionline

Edwards, Lieberman focus on NH, Feb. 5 primaries

High court: Lawyer need not be perfect

Political parties use personal data, new technology to court voters
Our View

Too often, average investor shut out of hot stock deals

By Alan Reynolds

It seems as though federal and state regulators feel obligated to dream up a new financial “scandal” every few weeks just to keep the headlines coming.

There are renewed allegations of favoritism by former banker Frank Quattrone in giving big customers a first shot at “hot” initial public offerings, or IPOs. Never mind that there has been a three-year drought in IPOs, thanks to new hyperactive regulation. To say any IPO is “hot” is to say it was knowingly underpriced; but companies peddling IPOs don’t pretend less money to more.

IPO investors are professional money managers and sophisticated investors who are not easily duped by analysts’ salesmanship. To suggest that regulating the distribution of IPOs “fairly” has anything to do with ordinary investors is absurd.

One investment fund stands accused of exploiting small changes in personal fund prices after normal market hours. This is being seized upon as an excuse by some to impose new regulations. The real fault lies with a few mutual fund companies that welcomed late trades even though their prospects claimed otherwise.

Mutual funds need not be prohibited from allowing late trading, but they should disclose that fact honestly. Rushing to “do something” to protect investors from risk (and reward) usually leaves most investors worse off. That should be the lesson of last year’s hastily enacted Sarbanes-Oxley Act intended to curb corporate abuses. It undermined the customary cyclical profit rebound and depressed stock prices by increasing regulatory uncertainty and expense. Companies now have to pay more for directors and insurance to compensate for the threat of imprisonment for bookkeeping blunders. And companies now must pay fees for consultants to advise them on how to placate increasingly capricious, headline-seeking federal regulators and state prosecutors and the “class action” lawyers who feed on their droppings.

Politicians and prosecutors cannot possibly help investors by increasing regulatory expenses and litigation risks for the companies we invest in.

Alan Reynolds is a senior fellow at the Cato Institute, a Washington think tank that advocates limited government.
Program Resources: Collegiate Academic Website

COLLEGIATE ACADEMIC WEBSITE

- Weekly Articles with discussion questions
- Best Practices for Classroom Use
- Archived article search functionality
- Case Studies

www.usatodaycollege.com
Program Resources: Collegiate Academic Website

- Arts & Humanities
- Business
- Health & Science
- Political Science
- First Year

www.usatodaycollege.com
Programming Ideas:

- Case Study Contest – Penn State
- Letter to the Editor Contest – Ohio State
- Quiz Bowl – Xavier
“Assignments to read a newspaper with an eye to salient topics can help students connect course concepts to current events. Newspapers are in use as texts on many campuses in an effort to graduate informed and educated citizens who have an understanding of issues from multiple perspectives.”

- Michael Prewitt, PhD., Vice Provost for Academic Studies, University of Missouri
Survey Results: What do your students think?

- 87% of students surveyed at UMSL believe that it is extremely important, very important or important to keep up with current news. *

- 78% of students surveyed at UMSL believe that reading newspapers is extremely important, very important or important to their education. *

- 48% of UMSL students prefer to get their newspapers from their residence halls or multiple “on campus” locations. *

- 54% of students surveyed at UMSL say they would pick up a newspaper 3+ days a week if newspapers were available on campus or in residence halls. *

* Source: UMSL Pilot Survey Results, February 2005.
Survey Results: Student Feedback

- I found the program to be a good way to get different views of stories by reading multiple newspapers.

- This is a very positive motivation for me. It really helps when it comes time to write papers on world & political events.

- Please continue providing newspapers for the campus. The program is very successful. Thanks again.

- Having newspapers on campus this semester has increased my knowledge and keeping current with what’s going on. My schedule doesn’t allow me the time to watch the news on TV or internet.

- I love it. Thank you so much for doing this, for UMSL.

- I think this is a wonderful idea to get students to read and continue being up to date w/ current events.

* Source: UMSL Pilot Survey Results, February 2005.
Overwhelmingly, the evidence suggests a very strong relationship between newspaper readership and outcomes such as developing civic-mindedness and cognitive skills, civic engagement, and being informed and able to articulate views on current issues.*

* Source: Penn State Pulse Survey, February 2005. Conducted by Penn State Student Affairs Research and Assessment team in conjunction with Educational Benchmark, Inc (EBI). See: [www.newspapers.psu.edu](http://www.newspapers.psu.edu)