

SENATE RESOLUTION #2043

Title: Collegiate Readership Program

Date: March 26, 2003

Authors: Senators Baugh and McKee

Sponsors: Senators Barney, Baugh, Beauneir, McKee

1. WHEREAS, the need for students to have an affordable, reliable and
2. consistent means of maintaining an awareness for current events locally,
3. nationally and internationally has grown as a result of September 11th, the
4. war on terrorism and the current conflict in Iraq; and
5. WHEREAS, departments and professors frequently require students to use
6. newspaper publications in their assignments, often at the personal expense
7. of students; and
8. WHEREAS, the Gannet Company has organized the Collegiate Readership
9. Program to provide an affordable and controlled means of distributing an
10. array of newspaper publications available only to fee paying students; and
11. WHEREAS, the distribution and recycling of newspapers are coordinated and
12. the sole responsibility of *USA Today*, a division of the Gannet Company, with
13. no obligation from the Associated Students of the University of Wyoming or
14. the University of Wyoming staff to provide labor; and
15. WHEREAS, the comparison of the results of the pre-pilot surveyed students
16. and post-pilot surveyed students conducted by *USA Today* show increased
17. readership and demand when newspapers are readily available as seen in

18. Addendum A; and

19. WHEREAS, the results of Addendum A confirm a majority approval from

20. students surveyed to pay for the Collegiate Readership Program through

21. student fees; and

22. WHEREAS, over 250 American universities and colleges, listed in

23. Addendum B, currently participate in the Collegiate Readership Program

24. financed through student fees.

25. THEREFORE, be it resolved by the Associated Students of the University

26. of Wyoming that during the 2003 general elections of the Associated

27. Students of the University of Wyoming that the following three (3) questions

28. be placed on the elections ballot to be voted on by those students choosing

29. to participate in the 2003 elections.

30. a. Would you support a student fee, to be paid by all students, to fund the

31. collegiate readership program, as piloted by the *USA Today* newspaper

32. in conjunction with the ASUW?

33. b. If yes, would you support a semester fee of \$2.50 or \$3.50, the difference

34. of which is explained in the document provided to you at the polling

35. station?

36. c. Do you feel that you had sufficient information to vote on the Collegiate

37. Readership Program as provided to you by the ASUW?; and

38. THEREFORE, be it further resolved by the Associated Students of the

39. University of Wyoming that should a majority vote support the

40. implementation of a student fee to support the Collegiate Readership Program,

41. that this fee be implemented for fiscal year 2005 at the level indicated by
42. the tabulated results of voters; and
43. THEREFORE, be it further resolved by the Associated Students of the
44. University of Wyoming, the Executive Branch with the support of the
45. Legislative Branch of the ASUW, provide and distribute information
46. pertaining to this program at all polling stations prior to and during the
47. elections that accurately reflects the intent and purpose of the Collegiate
48. Readership Program as well as the results of the surveys conducted by the
49. USA Today Company.

Referred to: Elections Committee

Date of Passage: _____ Signed: _____

(ASUW Chairperson)

“Being enacted on _____, I do hereby sign my name hereto

and approve this Senate action.” _____

ASUW President

*1st ready
4/11/03*

*2nd ready
4/6/03*

*recommended
met out of
Committee
4/8/03*

4/22/03

*discuss
Committee
4/22/03*

307-766-3762

UNIVERSITY OF WYOMING

NEWSPAPER READERSHIP PRE-SURVEY

Total number of responses received: 482

**1. On average, how many days a week have you read a newspaper in the last month?
(NOT including your campus newspaper)**

| | | | |
|----------|-----|------------|-----|
| 5+ Days | N = | 102 | 21% |
| 3-4 Days | N = | 115 | 24% |
| 1-2 Days | N = | 173 | 36% |
| None | N = | 89 | 19% |
| | | <u>479</u> | |

2. For which topics do you read newspapers: (Check all that apply)

| | | | |
|-------------------------|-----|-----|-----|
| Business/Financial News | N = | 98 | 20% |
| National News | N = | 282 | 59% |
| International News | N = | 225 | 47% |
| Local News | N = | 282 | 59% |
| Sports News | N = | 274 | 57% |
| Editorial and Opinion | N = | 138 | 29% |
| Entertainment News | N = | 222 | 46% |

**3. What do you think are some of the benefits of reading newspapers on a regular basis:
(Check all that apply)**

| | | | |
|--|-----|-----|-----|
| Increased knowledge of local events | N = | 403 | 84% |
| Increased knowledge of national/international news | N = | 401 | 83% |
| Greater understanding of ethical issues | N = | 165 | 34% |
| Ability to communicate more effectively with other students | N = | 151 | 31% |
| Increased participation in class discussions | N = | 203 | 42% |
| Improved quality of class assignments (papers, exams, presentations) | N = | 139 | 29% |
| Improved communication skills (vocabulary, reading, writing) | N = | 202 | 42% |
| Enriched knowledge of current events/issues | N = | 322 | 67% |
| Help prepare for job interviews | N = | 105 | 22% |

4. Which newspapers do you currently read? (Check all that apply)

| | | | |
|---------------------|-----|-----|-----|
| Casper Star Tribune | N = | 137 | 28% |
| USA TODAY | N = | 108 | 22% |
| Laramie Boomerang | N = | 182 | 38% |
| Denver Post | N = | 200 | 41% |
| New York Times | N = | 66 | 14% |
| Wall Street Journal | N = | 42 | 9% |
| Other (write in) | N = | 145 | 30% |

UNIVERSITY OF WYOMING

NEWSPAPER READERSHIP

PRE-SURVEY

**9. Since coming to college, your newspaper readership has:
(Not including your campus newspaper)**

| | | | |
|-------------------|-----|------------|-----|
| Increased | N = | 155 | 34% |
| Decreased | N = | 185 | 40% |
| Remained the same | N = | 113 | 24% |
| Don't know | N = | 9 | 2% |
| | | <u>462</u> | |

10. How important do you think newspapers are to your education?

| | | | |
|--------------------|-----|------------|-----|
| Very important | N = | 106 | 23% |
| Important | N = | 194 | 42% |
| Somewhat important | N = | 128 | 28% |
| Not important | N = | 36 | 8% |
| | | <u>464</u> | |

11. How often do you access a newspaper on the Internet?

| | | | |
|-----------------|-----|------------|-----|
| 3+ times a week | N = | 107 | 23% |
| Once a week | N = | 97 | 21% |
| Once a month | N = | 102 | 22% |
| Never | N = | 157 | 34% |
| | | <u>463</u> | |

12. Where will you live next year?

| | | | |
|---------------|-----|------------|-----|
| On campus | N = | 134 | 29% |
| Off campus | N = | 262 | 57% |
| Will graduate | N = | 20 | 4% |
| Undecided | N = | 44 | 10% |
| | | <u>460</u> | |

13. What year student are you?

| | | | |
|-----------------|-----|------------|-----|
| Freshman | N = | 213 | 46% |
| Sophomore | N = | 86 | 19% |
| Junior | N = | 78 | 17% |
| Senior or above | N = | 84 | 18% |
| | | <u>461</u> | |

NOTE: Some responses do not equal 100% due to rounding.
Data entry of surveys provided by Quality Data Systems in Crofton, MD.

UNIVERSITY OF WYOMING
NEWSPAPER READERSHIP
POST-SURVEY

Total number of responses received:

447

**1. On average, how many days a week have you read a newspaper in the last month?
 (NOT including your campus newspaper)**

| | | | |
|----------|-----|-----|-----|
| 5+ Days | N = | 134 | 30% |
| 3-4 Days | N = | 122 | 28% |
| 1-2 Days | N = | 138 | 31% |
| None | N = | 48 | 11% |
| | | 442 | |

2. For which topics do you read newspapers: (Check all that apply)

| | | | |
|-------------------------|-----|-----|-----|
| Business/Financial News | N = | 91 | 20% |
| National News | N = | 288 | 64% |
| International News | N = | 216 | 48% |
| Local News | N = | 275 | 62% |
| Sports News | N = | 245 | 55% |
| Editorial and Opinion | N = | 133 | 30% |
| Entertainment News | N = | 203 | 45% |

**What do you think are some of the benefits of reading newspapers on a regular basis:
 (Check all that apply)**

| | | | |
|--|-----|-----|-----|
| Increased knowledge of local events | N = | 349 | 78% |
| Increased knowledge of national/international news | N = | 361 | 81% |
| Greater understanding of ethical issues | N = | 161 | 36% |
| Ability to communicate more effectively with other students | N = | 158 | 35% |
| Increased participation in class discussions | N = | 179 | 40% |
| Improved quality of class assignments (papers, exams, presentations) | N = | 123 | 28% |
| Improved communication skills (vocabulary, reading, writing) | N = | 189 | 42% |
| Enriched knowledge of current events/issues | N = | 306 | 68% |
| Help prepare for job interviews | N = | 97 | 22% |

4. Which newspapers do you currently read? (Check all that apply)

| | | | |
|---------------------|-----|-----|-----|
| Casper Star Tribune | N = | 161 | 36% |
| USA TODAY | N = | 177 | 40% |
| Laramie Boomerang | N = | 206 | 46% |
| Denver Post | N = | 163 | 36% |
| New York Times | N = | 54 | 12% |
| Wall Street Journal | N = | 43 | 10% |
| Other (write in) | N = | 117 | 26% |

**Which newspapers would you read if they were available on campus?
 (Check all that apply, not including your campus newspaper.)**

| | | | |
|---------------------|-----|-----|-----|
| Casper Star Tribune | N = | 151 | 34% |
| USA TODAY | N = | 185 | 41% |
| Laramie Boomerang | N = | 165 | 37% |

Denver Post
 New York Times
 Wall Street Journal
 Other (write in)

N = 191 43%
 N = 147 33%
 N = 81 18%
 N = 41 9%

Addendum A

How would you prefer to obtain your newspaper? (Check one)

| | | |
|---|------------|-----|
| Coin-operated dispensers | N = 29 | 10% |
| Subscription/Lock boxes | N = 17 | 6% |
| Newsstand/Store | N = 24 | 9% |
| In residence halls | N = 68 | 25% |
| Purchase in dining halls | N = 2 | 1% |
| Available in student union/academic buildings | N = 137 | 49% |
| | <u>277</u> | |

**7. What factors influence your decision to read newspapers?
 (Check all that apply)**

| | | |
|----------------------|---------|-----|
| Proximity of pick-up | N = 257 | 57% |
| Choice of newspapers | N = 249 | 56% |
| Cost of newspapers | N = 216 | 48% |
| Location of lock box | N = 64 | 14% |

8. Do you think that the availability of newspapers on campus would contribute to the habit of reading a newspaper on a regular basis?

| | | |
|------------|------------|-----|
| Yes | N = 377 | 88% |
| No | N = 21 | 5% |
| Don't know | N = 28 | 7% |
| | <u>426</u> | |

**9. Since coming to college, your newspaper readership has:
 (Not including your campus newspaper)**

| | | |
|-------------------|------------|-----|
| Increased | N = 221 | 52% |
| Decreased | N = 93 | 22% |
| Remained the same | N = 103 | 24% |
| Don't know | N = 9 | 2% |
| | <u>426</u> | |

10. How important do you think newspapers are to your education?

| | | |
|--------------------|------------|-----|
| Very important | N = 122 | 28% |
| Important | N = 183 | 43% |
| Somewhat important | N = 106 | 25% |
| Not important | N = 18 | 4% |
| | <u>429</u> | |

11. How often do you access a newspaper on the Internet?

| | | |
|-----------------|------------|-----|
| 3+ times a week | N = 96 | 22% |
| Once a week | N = 96 | 22% |
| Once a month | N = 68 | 16% |
| Never | N = 169 | 39% |
| | <u>429</u> | |

12. What do you feel is the value of having a selection of newspapers available Monday-Friday on your campus?

Addendum A

| | | | |
|------------------------------|-----|-----------|-----|
| \$4.00-\$7.00 per semester | N = | 252 | 60% |
| 0-\$12.00 per semester | N = | 85 | 20% |
| \$13.00-\$16.00 per semester | N = | 29 | 7% |
| None | N = | <u>55</u> | 13% |
| | | 421 | |

13. Would you be willing to pay the amount indicated above as part of your student fees to continue the Collegiate Readership Program?

| | | | |
|-----|-----|------------|-----|
| Yes | N = | 289 | 68% |
| No | N = | <u>134</u> | 32% |
| | | 423 | |

NOTE: Some responses do not equal 100% due to rounding.

Data entry of surveys provided by Quality Data Systems in Crofton, MD.

Student Feedback

College students generally don't want to pay for newspapers in lock boxes – the ones located throughout campus are more convenient.

If they were readily available for lazy students, they would get read.

I enjoyed it, it was nice to actually keep up on current events and conflicts.

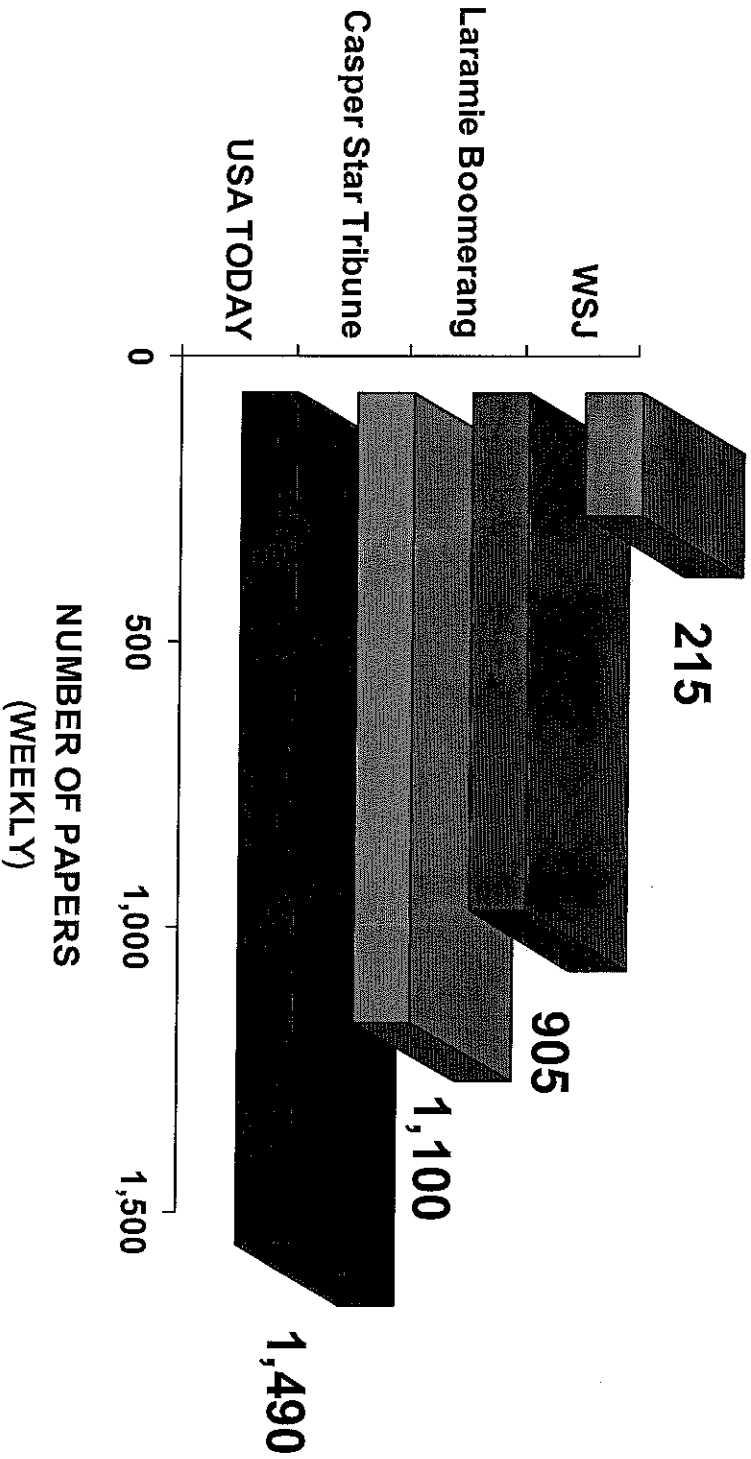
Very important to have newspapers readily available.

I am all for increased student fees in exchange for access to variety of newspapers. THANK YOU! I love reading the news.



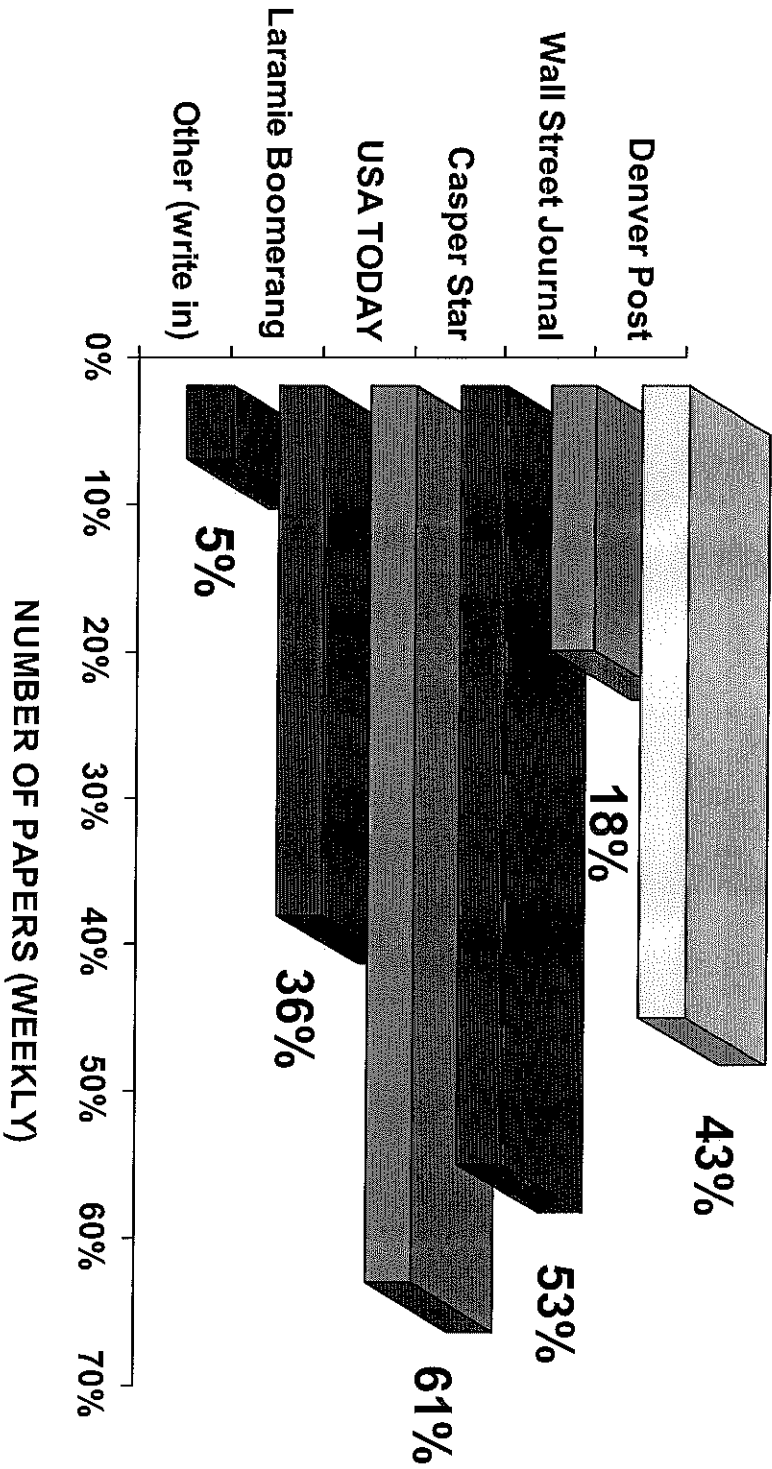
Total Consumption

Of 9,980 students participating at the University of Wyoming Pilot Program - these were their preferred choices each day.



What do your Students Prefer to Read?

Which newspapers would you read if they were available on your campus?
(Check all that apply.)



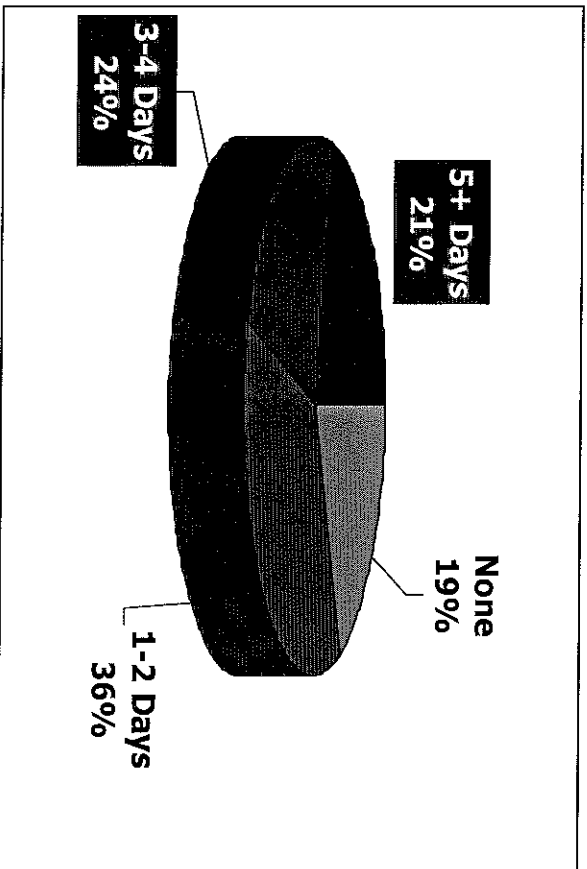
* Excluding campus newspaper

What do Your Students Think?

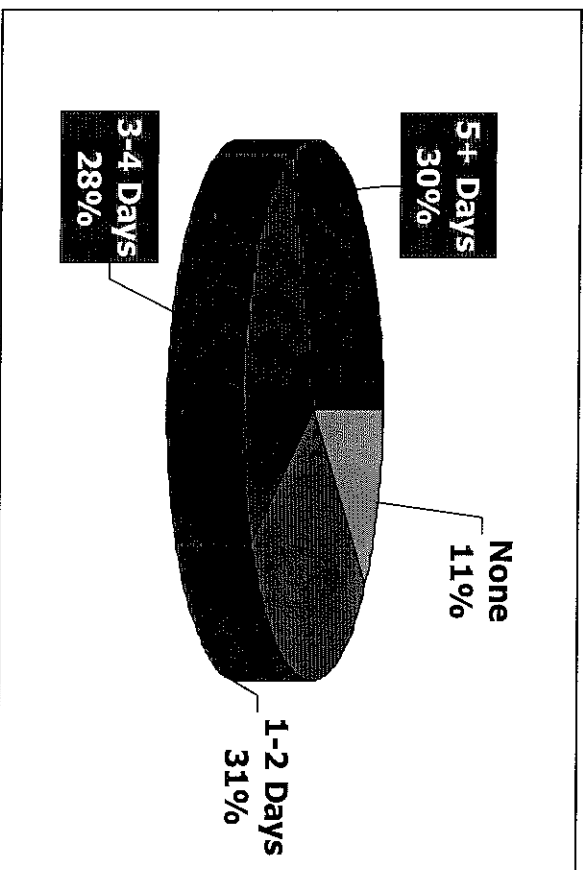
- 71% of students surveyed at University of Wyoming believe that reading newspapers is very important or important to their education.
- 74% of University of Wyoming students prefer to get their newspapers from their residence halls, Student Union or academic buildings.

How Often are your Students Reading?

On average, how many days a week have you read a newspaper in the last month?



PRE-SURVEY

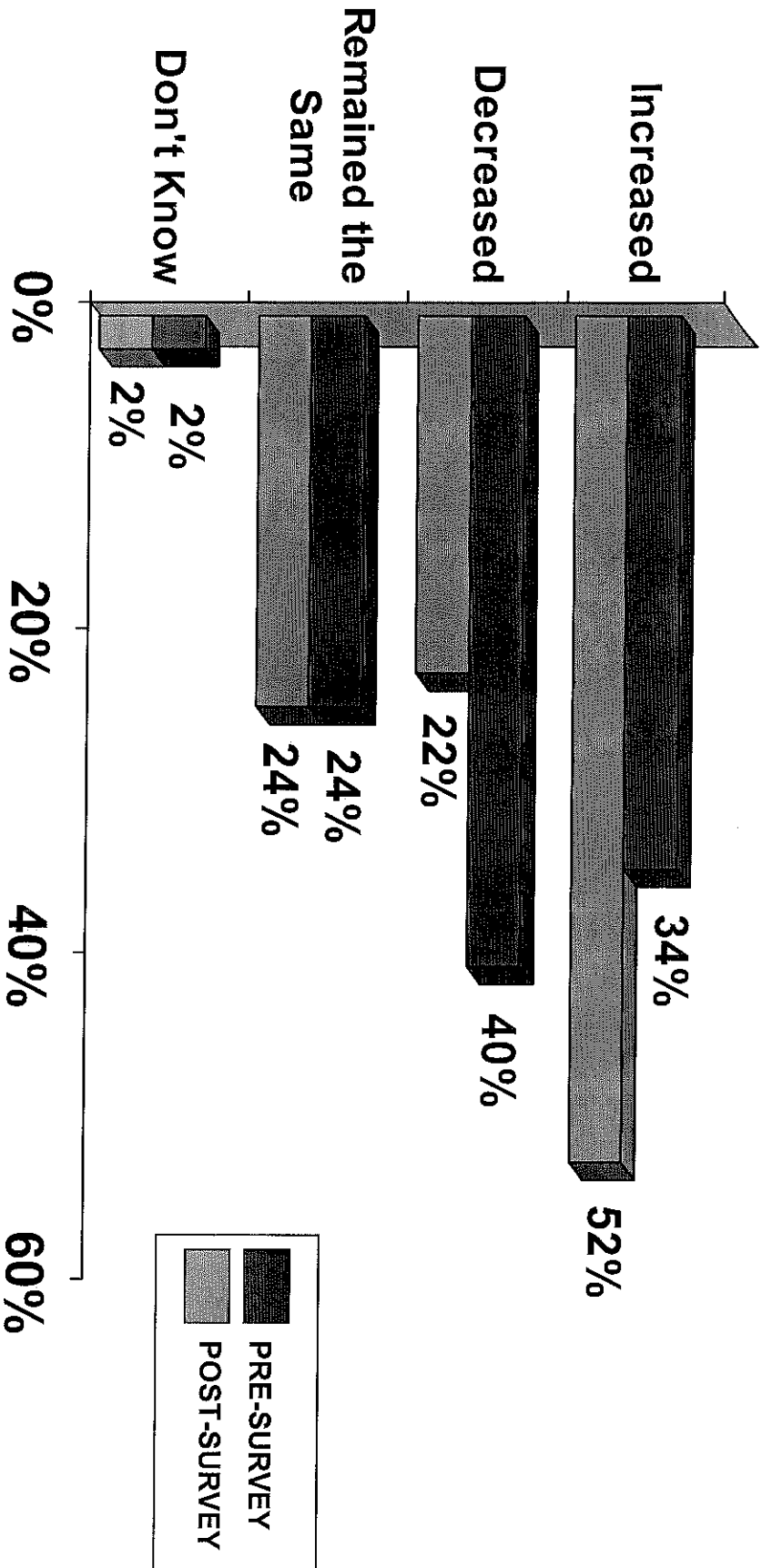


POST-SURVEY

* Excluding campus newspaper

Readership Habits

Since coming to college your newspaper readership has:



* Excluding campus newspaper



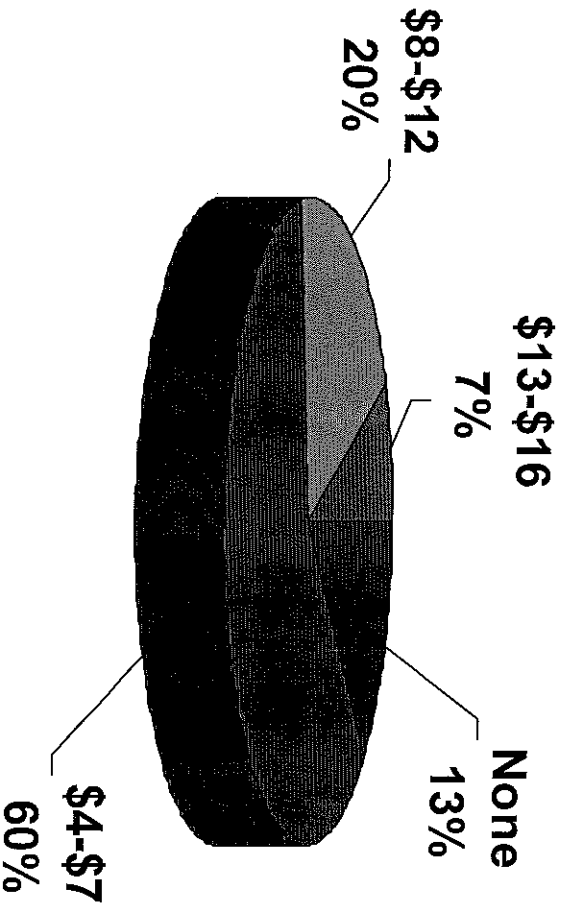
What do Your Students Think?

- 56% of students surveyed at University of Wyoming say they seldom or never access newspapers on the Internet.
- 88% of students surveyed at University of Wyoming believe that the availability of newspapers in their residence halls, Student Union and academic buildings would contribute to the habit of reading a newspaper on a regular basis.



What do Your Students Think?

What do you feel is the value (per semester) of having a selection of newspapers available Monday-Friday on your campus?



68% of students surveyed would be willing to pay the amounts indicated above as part of their student fees to continue The Collegiate Readership Program on their campus.

Addendum B:

| | |
|--|--|
| Adelphi University | Philadelphia Biblical University |
| Albany State University | Plymouth State College |
| Alderson-Broadus College | Potomac State College |
| American University | Providence College |
| Angelo State University | Ramapo College |
| Asbury College | Regis University |
| Assumption College | Rice University |
| Auburn University | Rochester Institute of Technology |
| Augsburg College | Rutgers University - Busch |
| Avila College | Rutgers University - Camden |
| Bard College | Rutgers University - Cook |
| Bentley College | Rutgers University - Main |
| Bethany College | Samford University |
| Bethany Lutheran College | San Francisco State University |
| Bowling Green State University | San Jose State University |
| Brandeis University | Santa Clara University |
| Bryn Mawr College | Simmons College |
| California Baptist University | Simpson College |
| California Maritime Academy | Slippery Rock University of Pennsylvania |
| California State Polytechnic University - Pomona | Southern New Hampshire University |
| California State University - Bakersfield | Southern Oregon University |
| California State University - Chico | Southwest State University |
| California State University - Dominguez Hills | Southwestern Oklahoma State University |
| California State University - Long Beach | Spring Hill College |
| Campbell University | Springfield College |
| Carson-Newman College | St. Ambrose University |
| Case Western Reserve University | St. Bonaventure University |
| Central College | St. Cloud State University |
| Central Missouri State University | St. Edward's University |
| Clark University | St. Joseph's College (NY) |
| Coe College | St. Mary's University |
| Colby-Sawyer College | SUNY Albany |
| College of Charleston | SUNY Brockport |

| | |
|--|---|
| College of St. Catherine | SUNY Buffalo |
| College of the Holy Cross | SUNY Geneseo |
| Colorado College | SUNY Oneonta |
| Columbia Union College | SUNY Plattsburgh |
| Creighton University | Temple University - Ambler |
| Delaware State University | Temple University - Franklin House |
| Delaware Valley College | Temple University - Main Campus |
| Drake University | Temple University - Presidential City |
| Drew University | Temple University - Tyler School of Art |
| Duke University | Tennessee State University |
| Duquesne University | Texas A&M University - Kingsville |
| East Carolina University | Texas Christian University |
| East Stroudsburg University of Pennsylvania | Texas Tech University |
| Eastern Connecticut State University | The Catholic University of America |
| Eastern Illinois University | The Ohio State University - Main Campus |
| Eastern Kentucky University | The Ohio State University - Newark Campus |
| Edinboro University of Pennsylvania | The Ohio State University - Wooster Campus |
| Elizabeth City State College | The Pennsylvania State University - Abington |
| Elon University | The Pennsylvania State University - Altoona |
| Erie Community College | The Pennsylvania State University - Beaver |
| Evangel University | The Pennsylvania State University - Behrend |
| Fairleigh Dickinson University - Madison | The Pennsylvania State University - Berks |
| Fairleigh Dickinson University - Teaneck | The Pennsylvania State University - Delaware County |
| Florida Atlantic University | The Pennsylvania State University - Dickinson Law School |
| Florida Gulf Coast University | The Pennsylvania State University - Dubois |
| Florida State University | The Pennsylvania State University - Fayette |
| Fordham University | The Pennsylvania State University - Harrisburg |
| Gallaudet University | The Pennsylvania State University - Hazelton |
| George Washington University | The Pennsylvania State University - Lehigh |
| Graceland University | The Pennsylvania State University - McKeesport |

| | |
|--|--|
| Grand Valley State University | The Pennsylvania State University - Mont Alto |
| Gustavus Adolphus College | The Pennsylvania State University - New Kensington |
| Hilbert College | The Pennsylvania State University - Schuylkill |
| Huntingdon College | The Pennsylvania State University - Shenango |
| Indiana University of Pennsylvania | The Pennsylvania State University - University Park |
| Iowa State University | The Pennsylvania State University - Wilkes-Barre |
| Jacksonville State University | The Pennsylvania State University - Worthington/Scranton |
| John Brown University | The Pennsylvania State University - York |
| Johnson and Wales University | The University of North Carolina at Asheville |
| Jones County Junior College | The University of North Carolina at Pembroke |
| Kean University | Tougaloo College |
| Keene State College | University of Akron |
| Kentucky State University | University of Alabama - Birmingham |
| King's College | University of California - Davis |
| LaSalle University | University of California - Riverside |
| LaSalle College | University of California - Santa Barbara |
| Lawrence University | University of Central Florida |
| LeTourneau University | University of Iowa |
| Linfield College | University of Kansas |
| Lock Haven University of Pennsylvania | University of Maine - Farmington |
| Lock Haven University of Pennsylvania - Clearfield | University of Miami |
| Loyola College of Maryland | University of Missouri - Rolla |
| Malone College | University of Montevallo |
| Manchester College | University of Nebraska - Lincoln |
| Manhattan College | University of Nevada - Reno |
| Manhattanville College | University of North Dakota - Grand Forks |
| Marshall University | University of Pittsburgh - Bradford |
| Mary Baldwin College | University of Pittsburgh - Johnstown |
| Massachusetts College of Liberal Arts | University of Redlands |
| Massachusetts Institute of Technology | University of San Diego |

| | |
|--|--|
| Mercyhurst College | University of Scranton |
| Merrimack College | University of South Dakota - Vermillion |
| Miami University (Ohio) | University of St. Thomas |
| Michigan State University | University of the Incarnate Word |
| Middle Tennessee State University | University of the Pacific |
| Midwestern State University | University of West Florida |
| Millsaps College | Villanova University |
| Minnesota State University - Mankato | Wartburg College |
| Minnesota State University - Moorhead | Washington and Jefferson College |
| Mississippi University for Women | West Chester University of Pennsylvania |
| Montclair State University | West Liberty State College |
| Morehead State University | West Virginia State College |
| Morehouse College | West Virginia University |
| Mount Ida College | Western Illinois University |
| New Mexico Military Institute | Western Oregon University |
| Nicholls State University | Wheeling Jesuit University |
| Norfolk State University | Whittier College |
| Northwest Missouri State University | Whitworth College |
| Northwestern University | Wiley College |
| Otterbein College | Worcester Polytechnic Institute |
| Our Lady of the Lake University | Xavier University |
| Pepperdine University | |