

## Resolution on the Collegiate Newspaper Readership Program

WHEREAS the objective of the Collegiate Newspaper Readership Program is to enhance the learning environment on university campuses by providing students with an opportunity to be more informed about the events shaping their lives<sup>1</sup>.

WHEREAS the availability of free dailies at convenient campus locations will encourage students to read newspapers regularly, thereby heightening their awareness for local, national, and international events;

WHEREAS, as of August 2003, the Collegiate Readership Program has attracted more than 250 participating schools<sup>2</sup>, including peer institutions such as Yale, Dartmouth and SUNY;

WHEREAS *USA Today* distributed 4.5 million copies of the newspaper through the program in 2002<sup>3</sup>;

WHEREAS the Readership Program concurrently runs an effective recycling initiative by collecting all unused newspapers each morning;

WHEREAS the program has invited Columbia University to participate in a 4-week pilot program enabling students to receive daily copies of *USA Today*, the *New York Times*, and the *Wall Street Journal* free of charge;

WHEREAS commitment to the Readership Program is nonbinding and that the Program will conduct surveys both before and after the program to gather student feedback;

BE IT RESOLVED that the Columbia College Student Council urge the University to permit the Collegiate Readership Pilot Program to commence on campus no later than March 22<sup>nd</sup>, 2004.

BE IT FURTHER RESOLVED that the Columbia College Student Council encourage students to actively participate in the Program's surveys in order to ensure that daily access to free newspapers becomes a permanent feature of undergraduate life.

Respectfully Submitted by:

David Chait, President of Columbia College Class of 2007

Nishant Dixit, Vice President of Columbia College Class of 2007

Izumi Devalier, Columbia College First Year Class Council, Representative

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<sup>1</sup> USA Today Collegiate Readership Program, "Overview of the Program"  
[<http://www.usatoday.com/educate/readers/over.htm>] 17 Feb. 2004.

<sup>2</sup> Ibid.

<sup>3</sup> USA Today Collegiate Readership Program, "Participating Schools"  
[<http://www.usatoday.com/educate/readers/schools.htm>] 17 Feb. 2004.