

Help student journalism flourish at the U of O

The importance of student media

Strong student media outlets are increasingly important as campuses grow in size and diversity. Student newspapers like the *Fulcrum* are a key avenue for students to share ideas, voice opinions, and learn more about their campus as well as campuses across the country. Supporting the student media is one of the most direct ways to support campus life.

The *Fulcrum*, with a circulation of 10,000 and readership of over 15,000 is one of Canada's largest student newspapers. Committed to the highest standards of journalism and the training and development of student journalists, the *Fulcrum* invests many hours training its staff and creating one of Canada's best-quality student publications.

Supporting Canada's future journalists

In January, over 300 of Canada's brightest student journalists will gather in Edmonton for the country's largest and oldest conference for student print, broadcasting, and new-media journalists. As the premiere professional development for students interested in journalism, it is crucial that the *Fulcrum* be represented at this event to continue our development both as students and journalists.

With your support, the *Fulcrum* hopes to send a delegation of staff and volunteers to this week-long training and skill-building conference. Those who go will represent the University of Ottawa and will learn through nearly 100 seminars and workshops, as well as keynote speeches presented by some of the top journalists in Canada.

Last year, with tremendous support from members of the University of Ottawa community, the *Fulcrum* sent a delegation of 11 University of Ottawa students to the National Student Journalism Conference in Saskatoon. For years, these conferences have proven to be an invaluable asset in training our staff, improving the newspaper, and exposing students from across the country to our school and its proud traditions.

Key areas in which your support will benefit the University of Ottawa community:

- Increased quality of student journalism on campus
- Increased employability of delegates, and thus a contribution to the ranks of prominent University of Ottawa alumni
- Improved relations between U of O students and the Canadian journalism community

Sponsorship Options

Your help will ensure *Fulcrum* staff and volunteers will have the opportunity to attend this incomparable learning opportunity. Here are four possible levels of support for the *Fulcrum* and what you will receive in exchange for your generosity.

Platinum-Level Support – \$6000 and up

- Subsidizes up to **five** delegates' travel and conference fees
- Free **half-page** advertisement in recognition of your support

Gold-Level Support – \$3000 to \$5999

- Subsidizes **two to four** delegates' travel and conference fees
- Free **quarter-page** advertisement in recognition of your support

Silver-Level Support – \$1500 to \$2999

- Subsidizes **two** delegates' travel and conference fees
- Free **eighth-page** advertisement in recognition of your support

Bronze-Level Support – \$500 to \$1499

- Subsidizes general travel and conference expenses
- Logo featured in advertisement in recognition of your support

An investment in Canada's University

Your donation is an investment in the future of the campus and student life at the University of Ottawa. As studies from both Canadian University Press Media Services and the *Globe and Mail* have shown, more than 80 per cent of students read their campus newspaper on a regular basis. Given this impressive readership—more than 400,000 students nationally—it is crucial for the health and vibrancy of the University of Ottawa's campus that the quality of the *Fulcrum* be as high as possible.

We look forward to hearing from you. For more information about sponsoring the *Fulcrum*, please don't hesitate to contact us.

Sincerely,

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