

**The State Hornet Newspaper is seeking a \$0.50/semester fee increase. It will begin with the Fall 2010 semester. The fee will be used for operation of the newspaper; specifically, enhancement of online services and additional student stipends.**

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<p style="text-align: center;"><b>Hornet Newspaper</b></p>	<p style="text-align: center;"><b>Hornet Newspaper</b></p>
<ul style="list-style-type: none"> <li> <p><b>• INFLATION EQUALS LESS BUYING POWER</b>  A student fee that remains static actually loses value in an inflationary environment. The \$5 fee approved by students ten years ago has lost \$1.17 in buying power – a 23 percent loss in value. A fee increase of 50 cents per semester doesn’t even take us all the way back to the original purchasing power of the student fee, but it brings us close.</p> </li> <li> <p><b>• STABILIZE FUNDING</b>  The Hornet gets the remainder of its revenue from a highly volatile source: Advertising. A strong student fee base gives us a measure of stability. If we had to rely solely on ad revenue, we would be in the same position as newspapers, which are laying off scores of employees, and sometimes shutting down.</p> </li> <li> <p><b>• MAINTAIN COMPREHENSIVE CAMPUS NEWSPAPER</b>  The Hornet gives back to our community – it is the only comprehensive source of news for the campus, a vital learning lab, and available to everyone. Some student fees support programs that students must pay extra fees to access; the Hornet is free, widely distributed on campus and available to everyone online.</p> </li> <li> <p><b>• MODEST INCREASE</b>  \$0.50 per semester is a modest increase – the amount of money that most students spend without a thought on computer games, lattes and pizza.</p> </li> <li> <p><b>• HELP INCREASE COMPETITIVENESS</b>  The Hornet is the most public face of our journalism program and is struggling to compete with outstanding college newspapers all over the country. To achieve excellence, we need to be able to hire talented students from across the academic spectrum – students with copy editing skills, design skills, computer programming skills, photography skills. We can get journalism majors to work for free because this is their life, but bringing other skilled students into the fold isn’t so easy. A strong budget allows us to recruit the best so we can produce an outstanding newspaper.</p> </li> </ul>	<ul style="list-style-type: none"> <li> <p><b>• Additional Fee Increase</b>  Students are already facing hefty tuition hikes and will not appreciate other increases, no matter how small.</p> </li> </ul>