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Readership Program
Student Engagement Report
FY 2012-2013

Mission Statement

The Associated Students, CSUF, Inc. and its Titan Student Centers Governing Board have contracted USA TODAY for the distribution of select newspapers at the CSU Fullerton main campus. This agreement is aimed at developing newspaper readership among CSU Fullerton students.

Program Overview

Newspapers are delivered to select participating campus locations by no later than 7:30am each day, Monday through Thursday, during the Fall and Spring semesters. Locations and newspapers may vary each semester. These newspapers are at no additional cost to students.

Engagement Results

Newspaper	Fall 2012 (Distributed)	Spring 2013 (Distributed)
USA TODAY	16,512	9,328
New York Times	9,254	9,667
Los Angeles Times	10,120	11,454

Results Summary

During the Fall 2012 semester, 16,512 USA Today newspapers were distributed. For the Spring 2013 semester, 9,328 USA Today newspapers were distributed.

For the Fall 2012 semester, 9,254 New York Times newspapers were distributed. For the Spring 2013 semester, 9,667 New York Times newspapers were distributed.

For the Fall 2012 semester, 10,120 Los Angeles Times newspapers were distributed. For the Spring 2013 semester, 11,454 Los Angeles Times newspapers were distributed.