

THE DIAMONDBACK

To our readers:

We would love your help.

Did you know that The Diamondback is a completely independent, self-sustaining organization published by a non-profit corporation that receives no funding from the University of Maryland, the Student Government Association or the State of Maryland?

During the course of each school year, The Diamondback provides real world opportunities for over 120 student journalists and advertising representatives to learn more about the media world than they ever could in just their classrooms alone. Former Diamondback staff members have gone on to great success working for the finest news organizations in the world including the Washington Post, the New York Times, Forbes Magazine and the Los Angeles Times to name just a few.

The Diamondback's yearly budget is over \$500,000 annually which supports the honoraria for our students, the cost of printing and delivery of the newspaper, the maintenance of our mobile and web platforms and our technology and travel budgets (primarily to cover sports). Our primary source of income is print advertising sales, and like so many newspapers across the country The Diamondback has not been immune to the seismic shifts that have seen advertisers move their advertising dollars to digital and social media. The Diamondback has invested heavily in building great digital platforms and is growing revenues in those areas, but not yet at a rate great enough to make up for our print declines.

As many of you know, University of Maryland athletes are now competing in the Big 10 Conference. As such, The Diamondback's travel costs to cover sports have soared since air travel is now necessary to reach every conference school with the exception of Penn State and Rutgers. These longer distance trips in most cases also require overnight lodging.

For the academic year we have set a fundraising goal of \$25,000 to help offset our additional travel costs as well as to continue investing in our digital infrastructure. Our goal remains to always produce outstanding content and the superior products that our loyal readers have come to expect from The Diamondback.

Please consider making a donation to The Diamondback today so we can continue publishing a great student newspaper of which both you and our students can be proud. The Diamondback is a IRS recognized 501(c)3 non-profit organization. Thus, any charitable donation made will be fully tax-deductible to individuals or corporations.

Thank you,

The Diamondback



Any contribution, large or small, will be greatly appreciated.

Yes, I'd like to make a tax-deductible contribution to *The Diamondback*.

I've enclosed a check made payable to *The Diamondback* for:

\$25 \$50 \$100 \$250
 \$500 \$1000 other amount: \$ _____

Or, Charge my Credit Card (VISA, MASTERCARD, AM. EX.)

ACCT. # _____

3 DIGIT SECURITY CODE _____

EXP _____

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Please mail your contribution to:

The Diamondback

3136 South Campus Dining Hall

University of Maryland

College Park, MD 20742

Name _____

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