

the  
Bulletin

Our Voices Matter

2018-2019  
| MEDIA KIT |

# OUR HISTORY

*The Bulletin* is currently in its 115th year of continuous publication. It was not, however, the first paper on campus. What began as The All School Bulletin in 1901 combined with several separate student papers and faculty publications prior to 1900.

Kansas State Normal (KSN) had its first official publication in 1889. The State Normal Quarterly was organized by president Albert Taylor and was published by faculty. By present-day standards, Normal Quarterly was a magazine and not a newspaper. The publication changed its name to The State Normal Monthly in 1894.

The first student-driven publications were The Student Salute and The Oven, both in 1895. Competition and confusion between the two ultimately led to Taylor's suggestion in 1900 to create one paper, which became known as The All School Bulletin, later shortened to *The Bulletin* in 1923.

In 1926, *The Bulletin* received the Columbia Intercollegiate Press Associations' All-American Newspaper Award, the highest honor that can be awarded to a collegiate newspaper. *The Bulletin* received this award again in 1927, '28, '29, '40, '46, '51, '57, and '61. Since then, *The Bulletin* has been rated a first-class newspaper several times by the Associated Collegiate Press (ACP). *The Bulletin* also received an All-American rating from ACP in 1989. Most recently, *The Bulletin* has received All-American top honors by the Kansas Associated Collegiate Press (KACP) 12 times, with staff writers, cartoonists, designers, and photographers earning achievement awards as well by the Kansas Collegiate Media (KCM). In 2016, Ariel Cooley, then Editor-in-Chief of *The Bulletin*, was named Journalist of the Year by KCM.

*The Bulletin* is published weekly on Thursdays. 10 issues are produced per semester and production takes place on campus. *The Bulletin* office is located on the third floor of Emporia State University's Memorial Union.

# THE BULLETIN'S REACH: DEMOGRAPHICS

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# THE BULLETIN'S SECTIONS

## NEWS



News is information that is being suppressed from the public. It is anything that would be deemed as interesting by our readers. News is the section that catches the attention of our readers and informs them of policies and other important events.

## OPINION



The Opinion section is the place where the students of Emporia State express their opinions on topics that are controversial, raw, or down right gritty. It is the place where Opinion writers can push their peers into talking about difficult subjects, or inspire them to make a change.

## HORNET LIFE



The Hornet Life section showcases events and activities that students at Emporia State University are actively in charge of or participating in. This includes fundraisers, Union Activities Council events, speakers, Emporia Community events and profiles about students, faculty and staff.

## ENTERTAINMENT

The Entertainment section contains coverage on campus events, reviews, comics and blogs. Subjects range from television, music, theater and local restaurants to cultural and political discussions.

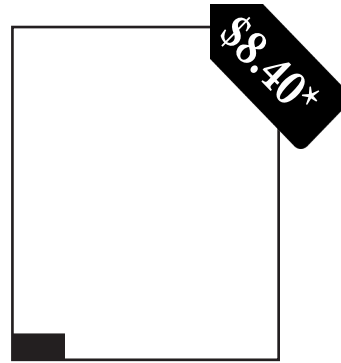


## SPORTS

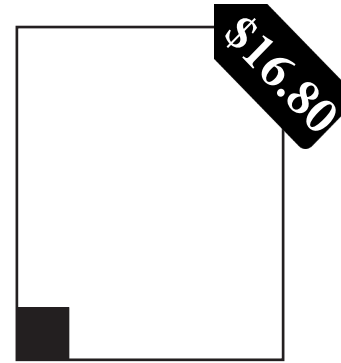
The Bulletin Sports section provides up-to-date information on all things relating to Hornet athletics. Regular content includes: game-day coverage of attended events, game recaps, feature stories that give behind-the-scenes looks at ESU's various athletic programs and student-athletes, and sports-related opinion pieces.



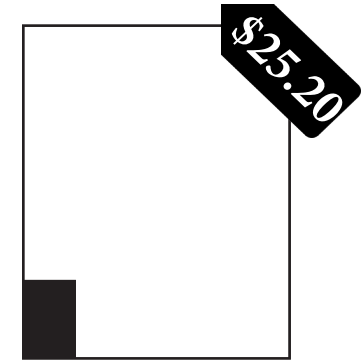
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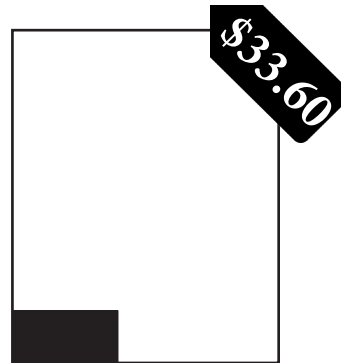
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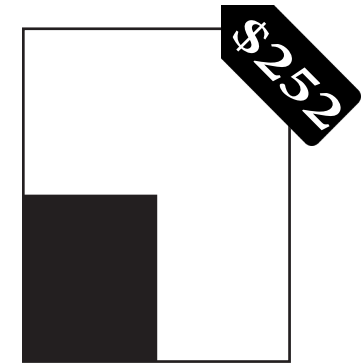
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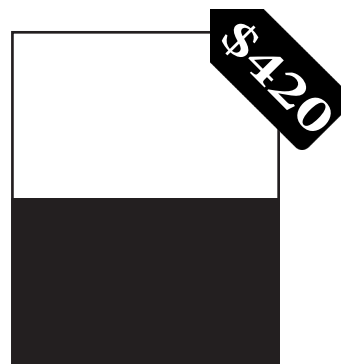
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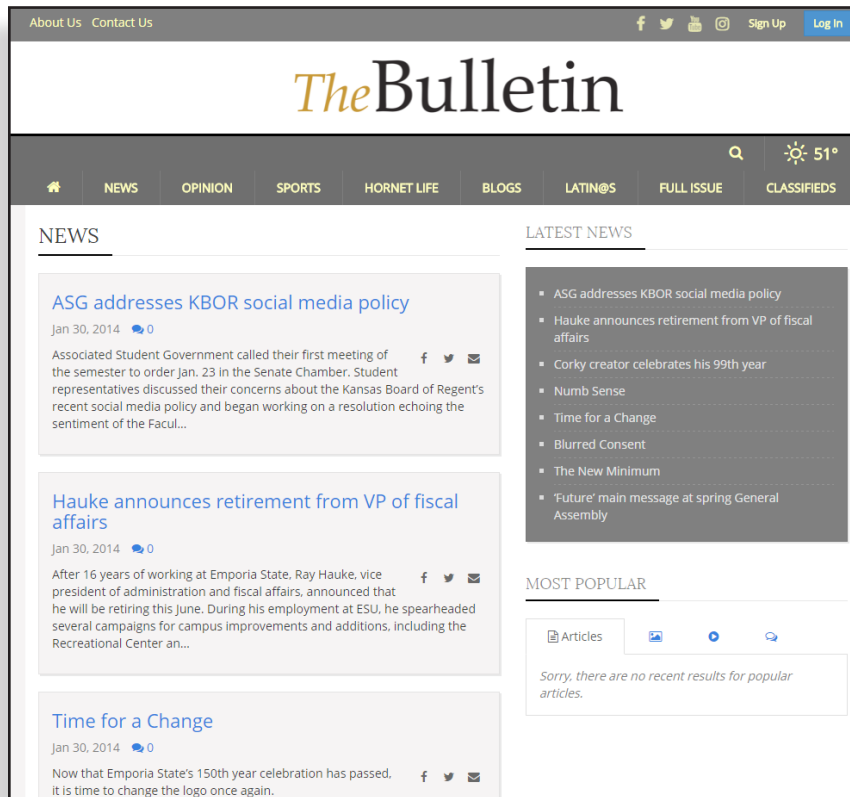
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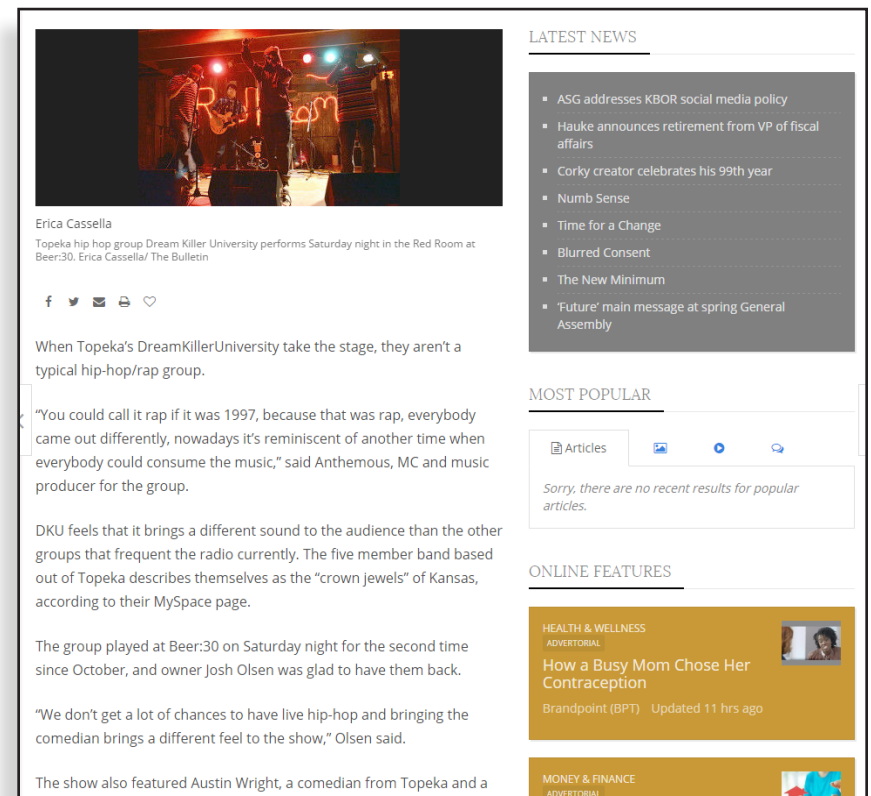
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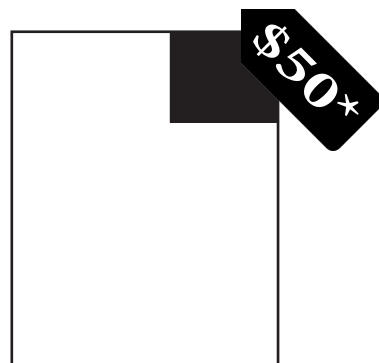
# THE BULLETIN'S AUDIENCE FIRST INITIATIVE



*The Audience First Initiative means that we will be focusing on getting more content online to readers before it is printed. Stories and photos will be released daily to ensure that readers know what is happening at Emporia State and in the Emporia community.*

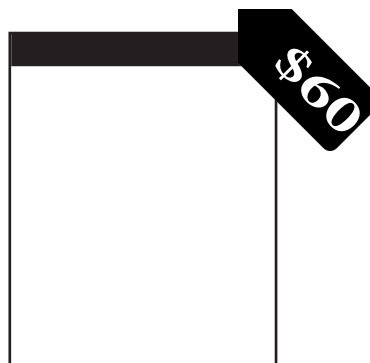


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