



Dear Daily Wildcat Alumni and Friends:

Twenty years ago, in 1994, the Daily Wildcat launched its first online news site—one of the first college newspaper websites in the country. This was a rudimentary [text-only version](#) that was followed up the next year with a [more robust graphical website](#), the forerunner to today's dailywildcat.com.

Four National Online Pacemaker Awards later – the most recent just this year—the Daily Wildcat remains an innovator in college media, continuing our evolution into the digital space while providing hundreds of students hands-on engagement in all aspects of news and media management. No, we are not dead, not close, and not fading away.

This is why I am delighted to announce our [Innovation in Media](#) campaign that is geared to help our students meet the ongoing challenge to transform the Wildcat into a sleek and potent 21st century college news organization.

I am grateful to Chris Oldre, a former advertising representative at the Daily Wildcat, for helping spearhead this campaign and for offering much advice and guidance. Chris is now a senior vice president with Disney and often credits his experience at the Wildcat and the mentorship of then-advertising manager George Morley with his professional success. Many of you, in your own ways, have often expressed the same regard for your Wildcat experience and its importance to your education and your lives.

Our Innovation in Media campaign can help us sustain those kinds of experiences for generations of students. Even as print readership shifts, the Wildcat continues to employ hundreds of students a year in newsgathering, in sales, in marketing, in customer service, in digital media, in accounting, in IT, in graphic design. All these opportunities – and then some – are needed just as much in the delivery of news and advertising on [new content platforms](#).

The Innovation in Media campaign is a 3-year campaign with an ultimate goal to raise \$250,000. You can [read more about the campaign here](#), and [donate here](#).

Of course we would love a three-year pledge from our donors, but all gifts of any size, given at any time during the campaign will be recognized and valued. For those who are able to make the commitment, we are seeking pledges of \$1,000 a year for 3 years or a one-time \$3,000 gift.

Those who are able to make this commitment beginning in 2013 or 2014 will be acknowledged in our [Wildcat Innovator's Circle](#). A special recognition event for these donors will be planned.

Many of you have generously donated to the Wildcat in the past. The support from our alumni and friends is vital to sustain the Wildcat, and every donation counts. There is an extraordinary tradition of excellence in the Daily Wildcat's history which so many of you have been a part of. With your help, we can keep it going.

Sincerely,
Mark Woodhams