

## A PAPER THAT MAKES A DIFFERENCE

*The Ripple* is not *The Times*. Nor is it *The Sun*. It is the paper for Leicester University Students. I want to give you a paper run by students for students; a paper that you will find genuinely useful; a paper that makes a difference.

How?

### 1) FOR READERS

- Want to see something changed at your university? Then do it! We will show you what the University and Student Union are doing so you can hold them to account.
- We will work closely with your societies, campaigns and media groups to achieve your aim.
- Provide a one-stop-shop for housing and job listings, work experience and careers opportunities, events on campus and in Leicester.
- Publicise the facilities and competitions the university offers that are unknown to many students. Did you know you could get paid work experience or win a travel scholarship?
- Implement effective and efficient systems for proof reading and distribution.
- Undertake market research to discover what you want from your paper.

### 2) FOR WRITERS

- I want to make *The Ripple* the first step on the ladder for those interested in the competitive fields of journalism (writing, reporting, editorial), photography, marketing, advertising, graphic design, website design and I.T.
- Improve the quality and content of the writing through regular workshops, assessment, personalised feedback and a drop-in service.
- Incentives and opportunities for proactive journalism, both on and off campus.
- Work with professional papers and media associations to offer experience both with qualified journalists and at nationwide events.

**I HAVE THE PLAN. I HAVE THE PASSION. BUT YOU HAVE THE POWER. VOTE EMMA HOWARD FOR EDITOR ON THURSDAY AND I PROMISE YOU A PAPER NEXT YEAR THAT IS EXCITING AND RELEVANT; INTERESTING YET USEFUL; A PAPER THAT MAKES A DIFFERENCE.**

