



THE COLLEGE FIX

POWERED BY THE STUDENT FREE PRESS ASSOCIATION

PROSPECTUS



"As a college student in California, I badly wanted to be a political journalist, but I had no idea how to get my foot in the door. *The College Fix* made it possible to get started in Washington, and the fellowship eventually turned into my first full-time job. Looking back, I don't think I would have made it into the field of journalism without *The College Fix*."



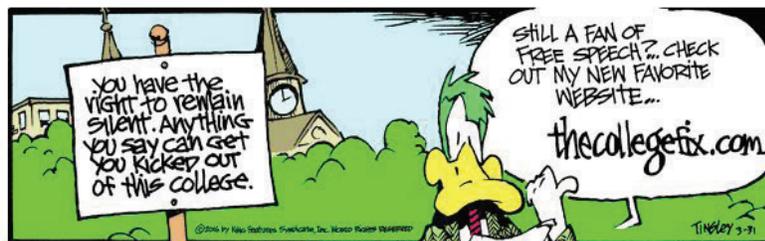
- *College Fix* alumnus Adam O'Neal, who is currently the assistant features editor at *The Wall Street Journal's* editorial page



WHO WE ARE

Founded in 2010, *The College Fix* is the nation's leading conservative campus newswire. *The Fix* is powered by the Student Free Press Association (SFPA), a 501(c)(3) nonprofit organization.

The mission of *The College Fix* is to tell stories and to spot talent, helping reform higher education through truth-telling and creating a pipeline of promising and principled young people who pursue careers in journalism.



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- Mallard Fillmore, March 2016

WHAT WE DO

We tell stories and develop talent.

Leftist bias at America’s colleges and universities is undeniable.

Outrageous controversies in the classroom and on the quad—dangerous and violent protests, restrictions on free speech, and deep hostility toward those speaking up for conservative principles and values—routinely go unreported, and therefore unchallenged.

A similar bias plagues our media.

Conservative and libertarian perspectives, sources, and stories are routinely caricatured or simply ignored.

We need more intellectual diversity, both on campus and in the newsroom. *The College Fix* helps make this happen.

We exist to:

- **Challenge biased university administrators and academics**
 - **Expose campus radicalism**
 - **Bring balance to conventional media narratives**
 - **Give alternative ideas and voices a chance to be heard**
 - **Encourage more well-trained, liberty-minded young people to pursue journalism as a profession**
 - **Place talented, principled journalists in key media positions where they can give right-of-center ideas a fair hearing**
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The College Fix is run by veteran journalists to help beginning journalists. We can work with any student on any campus in America. We mentor these students in the craft of writing, nurture their talent, and help connect them to professional opportunities in ways that other organizations simply can't match.

Our approach is simple: How does one become a good journalist? *By doing good journalism.* Accordingly, we:

- *Identify and recruit up-and-coming campus leaders* who are interested in journalism
- *Mentor and develop budding journalists*, helping them produce high-quality, original reporting on campus controversies
- *Publish original, student-driven content* on *The College Fix*
- *Promote their work with websites and media groups* such as the Drudge Report and Fox News, which can secure an audience of millions
- *Place the most promising student journalists into fellowships at leading media outlets*, launching their professional careers



- Kate Hardiman,
student at the
University of Notre
Dame and a writer
for *The College Fix*

"The Fix truly gives student writers exposure to the real world of journalism, attuning them to the issues on their own college campuses and those across the nation. The mentorship that its editors offer is unparalleled. In a time of increasing polarization and controversy on campuses, the work that *The Fix* does becomes that much more crucial."

HOW WE DO IT

We train the next generation of principled journalists by honing their skills in exposing liberal bias on campus. We pursue this work through **two core programs**.



The College Fix

The College Fix website—www.thecollegefix.com—is the nation's leading conservative campus newswire.

The site has built up a loyal readership for its original, student-reported content on higher education controversies—stories that would have received little or no attention absent our coverage.

The Fix's talented editors help identify and recruit student leaders and work with them to produce original reporting on campus events. The editors mentor students, teaching them how to identify stories, conduct interviews, check facts, and draft as well as edit articles.

In the 2016–17 school year, *The Fix* published **more than 2,000 original pieces** and averaged **700,000 visitors** per month. *The Fix's* content is regularly read by news editors and picked up by mainstream media outlets including the Drudge Report and *The New York Times*.

Our work on *The College Fix* leads to results in the short-term as we shine a light on campus radicalism and encourage reform, and in the long-term as we provide a proving ground and widely-read publication platform for young writers.



Journalism Fellowships

We build on the success of *The College Fix* with our journalism fellowship program, which places college-aged journalists—many of whom are reporters for *The Fix*—at leading media outlets for a structured 10-week or 14-week internship.

During their fellowship, our editors work with fellows to hone their skills, help them explore career options, and connect them to additional media opportunities during and after their fellowships.

We have **sponsored more than 50 fellowships** for our most promising students at media outlets including *USA Today* and *RealClearPolitics*, helping launch their professional journalism careers. Our fellowship alumni can now be found at *The Wall Street Journal*, the *Washington Free Beacon*, and the *Associated Press*, among many other publications and websites.

With their remarkable success, our fellowship alumni are shaping the future of professional journalism.

DRUDGE REPORT

During the 2016-17 school year, student-reported campus news broken by *The College Fix* landed on the Drudge Report nearly 30 times.

Conservative students say they have been 'violently threatened' at Lutheran college

Students wear white pins to remind them of white privilege

U. Minnesota drops homecoming 'King and Queen' – replaces with genderless 'Royals'

UC President Napolitano to campus cops: Don't enforce federal immigration law

Professor explains the rise of 'precious snowflakes' – cites narcissism, over-nurturing

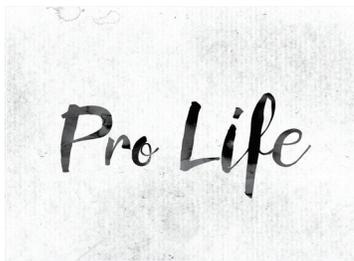
Male college students to undergo 'critical self-reflection' of masculinity

THE COLLEGE FIX AT WORK

We reach millions of people each year through *The College Fix* site. When these stories are picked up by other media outlets, our audience and influence grow still further—often stimulating campus reform.

BRINGING NATIONAL ATTENTION

We broke a story of a Christian student in Florida who was suspended for challenging his Muslim professor's claim that Jesus was never crucified. After **our story was shared nearly 100,000 times on social media**, bringing nationwide attention and scrutiny, the college reinstated him.



REVERSING DECISIONS

After we reported that a pro-life group was shut out of a public university's social justice fair, campus officials **reversed** the decision and let the students participate.

A NATIONAL UPROAR

We helped create a national uproar by reporting that St. Thomas University kicked a pro-capitalism club off campus. After the story was picked up and spread by other sources—including a tweet by Donald Trump Jr.—the college rescinded its decision. According to Matt Lamb of Turning Point USA, "Once *The College Fix* story was picked up by other media the pressure continued to mount on the school."

 @CollegeFix

 facebook.com/TheCollegeFix



BY THE NUMBERS



Average page views per day in 2016-17:

41,181



Unique visitors to *The College Fix* in 2016-17:

6.3 Million



Number of original, student-reported articles in 2016:

2,000+



Number of times *College Fix* articles were cited on other sites:

5,000+



Number of active student reporters affiliated with *The Fix*:

40



Number of journalism fellowships sponsored since founding:

50



2017 Operating Budget:

\$558,900

All stats reflect Aug. 1, 2016 through May 8, 2017

NEWS OUTLETS THAT REGULARLY PICK UP AND FEATURE COLLEGE FIX CONTENT



THE WALL STREET JOURNAL.

Slate

The Washington Post

WIND

NATIONAL REVIEW

CBS

msn



The New York Times

the FEDERALIST

THE BLAZE



THE HUFFINGTON POST

Newsmax THE DAILY CALLER



THE Rush Limbaugh SHOW

THE PEOPLE BEHIND *THE COLLEGE FIX*



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BE PART OF OUR FUTURE

The College Fix has a proven ability to turn campus controversies into national stories and a strong track record of moving excellent student journalists into professional media positions. Now, we are entering a period of strategic organizational growth.

Over the next two years, we plan to:

- **increase the number of stories we publish**
- **expand the number of fellowships we offer**
- **deepen the mentoring and professional development resources we provide to students**
- **continue to invest in the people and systems on which our work depends.**

We invite you to join us in these efforts by following *The College Fix*, getting to know our talented young journalists, and becoming a financial supporter of our work.

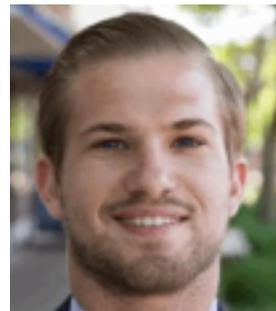
CONTACT

To learn more about supporting *The College Fix*, contact:

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"The College Fix was a kick-starter for my career. The professional editors train students how to think like reporters and develop the tricks of the trade, from writing concise ledes to finding stories where others might not think to look. The Fix is a crucial resource for students to both read about and report on campus craziness."



- *The Fix* alumnus Derek Draplin, who now serves as Senior Opinion Producer at *Forbes*.

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The College Fix is a "major force" in academe's ideological battles. It "routinely puts college administrators and faculty members on the defensive with articles alleging liberal bias or indoctrination" and has demonstrated "a knack for generating outrage by producing stories that spread virally through social media."

THE CHRONICLE OF
HIGHER EDUCATION

September 2015