



ASSOCIATED
STUDENTS, INC.
CSULB

Press Release

***Union Weekly* Revamps Look, Content**

»» DATE:

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For Immediate Release

Long Beach, CA – The California State University, Long Beach student-run campus newspaper, the *Union Weekly*, is undergoing its first major overhaul in its 30 year history. The *Union Weekly's* debut as a glossy-cover magazine will hit stands around CSULB and various off campus locations on Wednesday, Feb. 27.

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The decision for the new design, logo and alternative-weekly format was inspired by the newspaper's desire to remain a distinctive reading experience for students and other readers alike – only one other university in the country boasts a similar publication. The *Union Weekly*, sponsored by Associated Students, Inc. (ASI), has always been well-known as a satirical, alternative newspaper covering campus events, news, opinions, entertainment and its own humorous spoof, *The Grunion*.

"We've never been a traditional newspaper and I think the new format will emphasize that. It's more us," said Editor-in-Chief Ryan Kobane. "This is a step in the right direction because it is important to try new things. The *Union* should continue to grow."

Not only will the *Union Weekly* be aesthetically revamping its paper, but its content will provide more diverse stories and coverage in order to reach a broader audience. This plan includes new weekly columns, exciting and interesting things to do on and off campus, a cultural page, fashion and a "best of Long Beach" section.

The *Union Weekly* staff is looking forward to following a briefer, more niche writing style with real interests. The paper will also provide better advertising opportunities because of the appealing new look and space available to advertisers.

For more information, contact Ryan Kobane at ryan@lunion.com.

ASI is owned and operated by students under the advisement of professional staff. ASI has followed its mission to improve the quality of campus life for students since 1956. ASI proudly dedicates its resources to providing essential activities that enhance the students' educational experience and aid in their overall development. Services provided by ASI to the Cal State Long Beach community include, but are not limited to, the University Student Union, the Isabel Patterson Child Development Center and the Recycling Center. The organization is an auxiliary under the Division of Student Services at California State University, Long Beach. For more information about our unique organization and the services we provide, please visit the ASI website at <http://www.csulb.edu/divisions/students2/ASI/>

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