

# FresnoState Magazine

NEW spring issue publishes this month!  
[www.fresnostate.edu/magazine](http://www.fresnostate.edu/magazine)



## About FresnoState Magazine

### Goals:

- Share Our Story
- Inspire, Engage, Educate
- Build Campus and Community Pride
- Celebrate Faculty and Student Success

### Target Audience:

- Alumni and Supporters of the University
- Students, Faculty and Staff

### Circulation:

60,000 direct mail, 90,000 email/online

## Results and Impact

Donors gave tens of millions of dollars in philanthropic support to Fresno State during the 2014 fiscal year. The magazine is one of the key fundraising pieces that helps the University stay connected and engaged with these generous donors.

## Awards and Honors

- 2014 CASE District VII Award of Excellence — Writing
- 2014 PRSA Central CA Image Award — Magazine
- 2014 PRSA Central CA Image Award — Article

*\*FresnoState Magazine is produced by the Office of University Communications.*