

OREGON STATER

May 2010

Dear OREGON STATER Reader,

I hope this letter finds you healthy and happy. When I wrote to you at this time last year, I promised to work harder than ever to leverage your investment in making the *Oregon Stater* more effective at maintaining crucial connections between our great university and its graduates and friends.

We're doing that. Four years and 12 issues ago, we produced and mailed 128,000 copies of my first *Stater* as editor to Beavers around the world at an average cost of about 90 cents each. Today we make and mail 142,000 magazines, *still* at an average cost of about 90 cents, three times a year. Meanwhile, your generosity and our appreciative stewardship of your support have allowed us to cover more stories and dramatically improve the look of the magazine. We've also increased our electronic offerings, with much more to come.

While the *Stater* can and must always improve, OSU President Ed Ray continues to tell me that alumni around the world tell him they love it. Survey results bear that out, but I'm a story guy, so I have two brief stories for you:

At the OSU Alumni Association's recent "Orange & Black Evening" gala in Portland, I met a new graduate and asked how she and her date had learned of the event. She said she had seen it advertised in her mother's *Stater* while visiting home. I told her she was in luck, and that if she sent me her new address, I had the connections to make sure she'd get her own *Stater* in the mail. She was thrilled. "I like this," she said. "I want to be part of this."

Then there was the humbling morning a few months ago when I took a call from an elderly alumna who said she didn't want to be a bother, but she thought her *Stater* was lost in the mail. She lived in a care center 10 minutes from campus; I told her I was about to leave for lunch and would drop off a copy.

A young woman greeted me at the door of the alumna's small, immaculate apartment. As she guided me to shake the older woman's hand, it became obvious that this eager *Stater* fan was totally blind. The younger woman was the alumna's volunteer reader, and the alumna was so eager for her new issue that she had called and asked her reader to rush over and be on hand when I arrived with the magazine.

Pretty good bang for nine-tenths of a buck, wouldn't you say? That's why I ask you to **support the *Oregon Stater* with a gift of \$50 or more (any amount will be appreciated) by [following this link](#) and using a credit card.** This online option is easiest for you and reduces our processing costs. In any case, I am grateful for all you do in support of our great university. Have a great year, and Go Beavs!

Sincerely,



Kevin Miller, '78, editor