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Telling Our Story

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Telling Our Story : University of Dayton, Ohio

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Monday November 21, 2016

Telling Our Story

By Eric Spina

It didn't take long for me to realize how selfless and giving the University of Dayton community is, particularly when it comes to sharing their expertise and providing perspectives on important issues.

It's not always convenient or easy to drop what you're doing and respond to a call from media and share your expertise. Last year, more than 100 faculty, staff and students did just that — all in an effort to educate the public and enhance our reputation. They translated

often-complex research into easy-to-understand terms, and they helped communicate our Catholic, Marianist philosophy of education.

Their efforts help affirm our reputation as an educational and research community contributing to a better understanding of our world and taking action to create a better tomorrow.

The impact is significant and frequent. Nearly every day I receive an email from our media relations staff about a University of Dayton mention in the news.

Last academic year, major national media outlets like *The New York Times* and *The Wall Street Journal* mentioned the University of Dayton an average of more than once a week. Our faculty, staff and students helped carry the University of Dayton brand and reputation outside Ohio more than 4,000 times to an estimated 13 billion readers and viewers.

As we enter this week of Thanksgiving, I'm thankful for the generosity of the University of Dayton community. We have many great stories to tell on our campus. I am grateful to the many faculty, staff and students who enthusiastically help tell the University of Dayton story, and the staff who help support these efforts.

Please help us continue telling the University of Dayton story and spreading our reputation as a learning community striving to transform the world. View and share [this video](#) with your colleagues, friends and family. And if you have any story ideas, pass them along to mediarelations@udayton.edu.

I'm proud of our collective achievements — and all the ways the University of Dayton is making a difference in the world.