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## Vol. 1, No. 1: University of Dayton Launches University of Dayton Magazine

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## NEWS RELEASE

VOL. 1, NO. 1:

### UNIVERSITY OF DAYTON LAUNCHES *UNIVERSITY OF DAYTON MAGAZINE*

DAYTON, Ohio — The University of Dayton will introduce an engaging, boldly designed university magazine called *University of Dayton Magazine*.

The 64-page magazine was produced by the University communications staff in collaboration with 160over90, an agency in Philadelphia that is creating a unified institutional branding strategy encompassing advertising, student recruitment materials, Web design and publications. The magazine is mailed to 100,000 alumni, faculty, staff, benefactors and other friends of the University of Dayton. It can be found online here: [magazine.udayton.edu](http://magazine.udayton.edu).

"We hope readers find *University of Dayton Magazine* to be engaging, entertaining and educating. It heavily emphasizes building ongoing connections with readers," said Thomas M. Columbus, editor. "New sections, like the Big Question, ask readers for input on a major issue. In this issue, we asked, 'If you had \$2 billion to help solve one of the world's problems, which one would you choose?' Even the feature articles encourage connecting through a postscript called Continuing Conversations."

The premier issue features an article on visual satire and politics in the presidential campaign; the growing problem of cyberthreats to national security; and a journey to Barombi, Cameroon, where six civil engineering students used their technical know-how and community-building skills to bring safe drinking water to the West African village, written by the magazine's managing editor Matthew Dewald.

*University of Dayton Magazine* builds upon the University of Dayton's award-winning print publications. Its predecessor, *University of Dayton Quarterly*, won 20 national CASE (Council for the Advancement and Support of Education) awards in the past 15 years.

The magazine is printed on environmentally friendly paper that is certified by the Forest Stewardship Council.

"The University of Dayton will join the Power of 10 Percent Campaign — a national effort by editors at Middlebury College to encourage universities to print alumni magazines on paper that has 10 percent more recycled content than their current paper," said Michelle Tedford, director of communications.

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