

1-30-2015

Telling the UD Story

University of Dayton

Follow this and additional works at: https://ecommons.udayton.edu/news_rls

Recommended Citation

University of Dayton. "Telling the UD Story" (2015). http://wayback.archive-it.org/4727/20160115025019/https://www.udayton.edu/news/articles/2015/01/telling_the_ud_story.php

This News Article is brought to you for free and open access by the Marketing and Communications at eCommons. It has been accepted for inclusion in News Releases by an authorized administrator of eCommons. For more information, please contact frice1@udayton.edu, mschlangen1@udayton.edu.



NEWS

Friday January 30, 2015

Telling the UD Story

Our location is Dayton, but our reach is global. Thanks to many faculty, staff and students, news about the University and our experts was carried around around the world during the 2013-14 academic year.

News about our initiatives and expertise in sustainability, human rights, accessibility to college, Catholic education, our iconic chapel, Flyer athletics and much more reached top-100 U.S. media markets more than 2,800 times. The "University of Dayton" was seen or heard in more than 160 countries by a possible audience of 4.49 billion people and was worth an estimated at \$5.67 million. Figures do not include the men's basketball team's Elite 8 run.

SELECT LANGUAGE

Telling the University of Dayton Story, a video produced by the University's Media Production Group, highlights the University's media coverage during the 2013-14 academic year — a year where the University of Dayton appeared in local, regional, national and global news reports and in outlets ranging from *The New York Times* to *The Chronicle of Higher Education* to *The Wall Street Journal* and CNN.



A complete report on where the University made news can also be found in the related links.

For more information, contact Shawn Robinson, associate director of media relations, at 937-229-3391 or srobinson@udayton.edu.