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A Winning Communication Style

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The University of Dayton has won five awards in the 2010 Pride of CASE V program, which recognizes outstanding work in public relations, alumni relations and development in a six-state region.

The University received honors for marketing, e-marketing and traditional print pieces.

"It's What Makes Us the University of Dayton," a 30-second national television commercial produced with 160 over 90, a branding agency in Philadelphia, won a gold award for best video PSA or commercial spot. Most television commercials for universities are predictable. They show ivy-covered walls and state-of-the-art labs. They all tout excellent academics and research. This one used animation in an imaginative way to show how a campus community works together to find answers to some of the world’s greatest problems.

The University received silver awards for best alumni magazine and best website/individual page or section. The University of Dayton Magazine, mailed globally to 105,000 alumni, faculty, staff, benefactors and friends, is edited by Matthew Dewald and designed by Frank Pauer. "An Extraordinary Time," an interactive President's Report created with Sabatino/Day, won the other silver award. It can be viewed through the related link.

The University won two bronze awards, too. Michelle Tedford's University of Dayton Magazine feature, "The Family Home," was honored for excellence in feature writing. It chronicled Provost Joe Saliba's journey to the University of Dayton from his boyhood home in war-torn Lebanon. A fundraising brochure, "Sometimes the Biggest Questions are the Simplest," won a bronze award for best program in case statements/cultivation publications.

Tedford, director of University communications, conceived and served as project director for "An Extraordinary Time" and "Sometimes the Biggest Questions Are the Simplest." Gina Gray designed both pieces.

District V of CASE — Council for the Advancement and Support of Education — includes universities and colleges in Ohio, Indiana, Illinois, Michigan, Wisconsin and Minnesota.

Earlier in the year, the University won two national CASE awards — a gold for the NCR acquisition media relations program and a bronze for feature writing.

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