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An International Gold Medal

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The University of Dayton has won a top international award — the only one awarded — for its communications work in the 2010 Circle of Excellence Awards from the Council for Advancement and Support of Education (CASE).

The December 2009 announcement of the acquisition of the former NCR world headquarters won a gold medal in "specific media relations programs and projects" category. It's one of two honors the University won in the 2010 competition.

CASE is the largest nonprofit education association in the world. Its annual awards program showcases the best work on college and university campuses around the globe.

According to CASE, the annual Circle of Excellence Awards acknowledge superior accomplishments that have lasting impact, demonstrate the highest level of professionalism and deliver exceptional results. Winning programs epitomize the profession's best practices, raise standards and contribute to a growing body of knowledge about advancement.

The University Communications media relations staff conceived and implemented a comprehensive media relations plan for announcing the \$18 million purchase that resulted in high-profile coverage in local, national and higher education media.

Dayton-area and Ohio media covered the purchase extensively. National and international coverage included: *The New York Times*, CNN Radio, *The Chronicle of Higher Education*, The Associated Press, *The Wall Street Journal* and the Catholic News Service.

The gold award recognizes the work of University Communications staff members Teri Rizvi, associate vice president for University Communications; Cilla Shindell, director of media relations; Shawn Robinson, associate director of media relations; and Cameron Fullam, assistant director of media relations.

The University was also awarded a bronze award in the "best articles of the year" category for "A Commitment of Moral Obligation" in the autumn 2009 issue of the *University of Dayton Magazine*. The article, by freelance writer Andrea Appleton, explored the continuing commitment to duty of Gordon Roberts, Congressional Medal of Honor winner and University of Dayton alumnus.

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