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In the News

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In the News

04.02.2009 | Business The University of Dayton was all over the news in late March.

Dallas Federal Reserve President Richard Fisher's speech at the ninth annual RISE Forum drew the financial media to UD March 26-28, resulting in coverage from the Associated Press, Dow Jones, Reuters, Bloomberg News and Bloomberg TV. Stories about the Federal Reserve speech and comments from other keynote speakers appeared in about 200 online outlets. A summary:

- Associated Press (url: <http://content.usatoday.net/dist/custom/gci/InsidePage.aspx?cld=cincinnati&sParam=30428653.story>)
- Dow Jones (url: <http://online.wsj.com/article/BT-CO-20090326-713019.html>)
- Reuters (url: <http://www.newsdaily.com/stories/tre52p5i0-us-usa-fed-fisher/>)
- Bloomberg: 1 (url: <http://www.bloomberg.com/apps/news?pid=newsarchive&sid=aNYX6wHVBOhk>) and 2 (url: <http://www.bloomberg.com/apps/news?pid=newsarchive&sid=atXSZGJtdb84>)
- Five Chinese outlets published stories from RISE, including the Chinese version of the *International Business Times*.
- A preview story (url: <http://www.daytondailynews.com/b/content/oh/story/business/2009/03/25/ddn032509bizrise.html>) in the *Dayton Daily News* helped boost last-minute registration, and the *Dayton Daily News* covered the event (url: <http://www.daytondailynews.com/b/content/oh/story/business/2009/03/27/ddn032709bizrise.html>) as well.
- WHIO-TV and WDTN-TV also covered the event.

Late March: Bailouts, civil rights and basketball

Other media attention for UD in late March came from the School of Law's Fallout from the Bailout symposium March 20; a recently discovered tape of a 1964 Martin Luther King Jr. speech on campus; and from UD's hosting the first rounds of the NCAA men's basketball tournament.

- **The Fallout From the Bailout** symposium, which featured a talk by former Securities and Exchange Commission chair Harvey Pitt, attracted extensive media coverage, and about 480 news outlets nationwide, including *Forbes*, MSN Money and *Business Week*, picked up the AP story.
- The *CBS Evening News* came to campus March 26 to interview **Herbert Woodward Martin, Brother Raymond L. Fitz, S.M.**, and a 1957 UD graduate about the discovery of the audiotape of King's speech. That segment is scheduled to air at 6:30 p.m. Sunday, April 5, locally on WHIO-TV, Channel 7.
- From *The New York Times* to ESPN to CBS Sports, the University and the Flyers received much acclaim in the **NCAA Division I men's basketball tournament**. Media nationwide mentioned the "University of Dayton" or "Dayton Flyers" about 2,700 times during the first week of March Madness. *The New York Times* had 15 mentions alone for about 17 million impressions. Plus, there were countless mentions on ESPN and CBS Sports.

Other media coverage in March:

- On March 27, *The Christian Science Monitor* quoted School of Education and Allied Professions **Dean Thomas Lasley** about teacher education. Lasley cited the University's Urban Teacher Academy and said colleges should do more to prepare teachers for the needs of students in high-poverty neighborhoods.
- **Grant Neeley**, associate professor of political science, was quoted in an AP story March 23 about how the economy is hurting Ohio Gov. Ted Strickland's approval ratings. The *Cleveland Plain Dealer* and the *Akron Beacon Journal* picked up the story.
- History professor and author **Larry Schweikart** continued his weekly appearances on the cable news morning show *Fox & Friends*. Schweikart is a regular guest on a segment called "The Trouble with Textbooks." View his segments online. Schweikart also was interviewed in March by the online news site Education News.
- When *China Daily's* new U.S. edition on March 2 covered the rapid increase of Chinese students studying at U.S. universities, the paper looked to two University of Dayton students about their experiences. "I am gaining more confidence and assertiveness," said **Yvonne Zhou**, a graduate student. "I'm meeting new people, going beyond my comfort zone, taking calculated risks, the list goes on and on."
- The arts scene was covered extensively by the *Dayton Daily News*, including lengthy features on the **Images of Science** exhibit at ArtStreet, a demonstration of the **Indonesian gamelan** by a gamelan master, and a collaborative class called

The Art of Business and the Business of Art.

- The *Dayton Daily News* on March 21 profiled former Ohio Gov. **Bob Taft**, now a distinguished research associate at UD, about his transition to academia and living in Dayton since leaving office. "We're settling in here, settling in for the long haul, as long as it works," Taft said.
- In a March 27 *Dayton Business Journal* story on curriculum changes in business schools to bring more focus on ethics, School of Business Administration **Dean Matt Shank** talked about the innovative Business as a Calling class and linking ethics to UD's Marianist heritage.