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The University of Dayton

News Release

DAYTON--BE A PART OF IT

DAYTON, Ohio, August 19, 1983 -- UD and Dayton share more than a name. They share a destiny: the successes or failures of either one affect the other.

To recognize the many ways in which the people of the University of Dayton are a part of Dayton community and to promote even greater involvement, UD has initiated a campaign on campus: "Dayton--Be a part of it."

According to Dick Ferguson, director of University Communications, "the idea is simply to focus the University's attention on what it does in the Dayton community and what it could still do." The campaign logo will be used to identify community events and projects which have solicited the participation of UD students, faculty, and staff.

"We have already committed UD to involving 300 persons in the 'longest human chain' effort of the United Way, as well as to continue our successful on-campus pledge campaigns," explains Ferguson. "But that is just the beginning."

Bulletin boards set aside for promotion of community events, banners, bumper stickers, and special features in the University's CAMPUS REPORT will be used to bring opportunities for greater community involvement to the attention of the UD community.

Downtown Dayton itself will be showcased for incoming students and parents during New Student Orientation, August 21 through 23. The new freshmen will have a chance to shop downtown for last minute needs, and their parents will be offered a guided tour of downtown. An exhibit of historic University photographs will be on display from August 22 through August 28 in the lobby of the Lorenz and Williams building (Old Post Office).

(more)

The University Arts Series has scheduled two performances featuring area artists. In December, Jerome Kopmar, cantor of Beth Abraham Synagogue, will perform. And in March, the Dayton Ballet Company will provide the Arts Series finale.

The University's halftime features, aired during televised Flyer basketball games, will also pick up the theme of UD's involvement in Dayton.

The National Issues Forums, of which UD is a local co-sponsor, will gather interested persons from throughout the Dayton area this fall to discuss pressing national issues of education, the federal budget, and nuclear defense.

"UD's commitment to Dayton is not new," says Ferguson. "Thousands of students, faculty, and staff members already serve this community in very meaningful ways, and 14,000 area alumni make a real difference to the quality of life here."

According to Ferguson, the purpose of the "Dayton--Be a part of it" campaign is simply to "pull some loose ends together and focus our communication energies on the interaction between Dayton and UD."