

Ohio University in the Media

Winter Quarter Overview - January 4 to March 20, 2010

Report Date: April 1, 2010

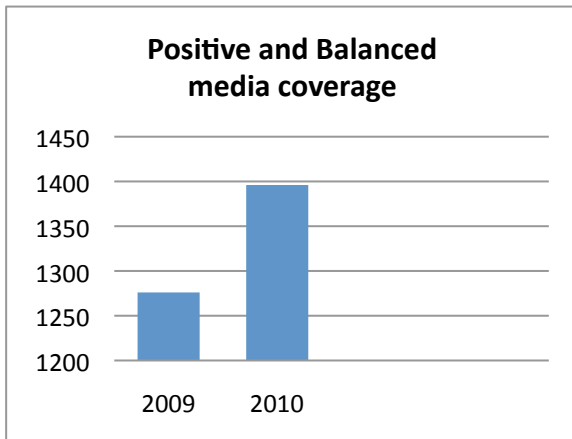
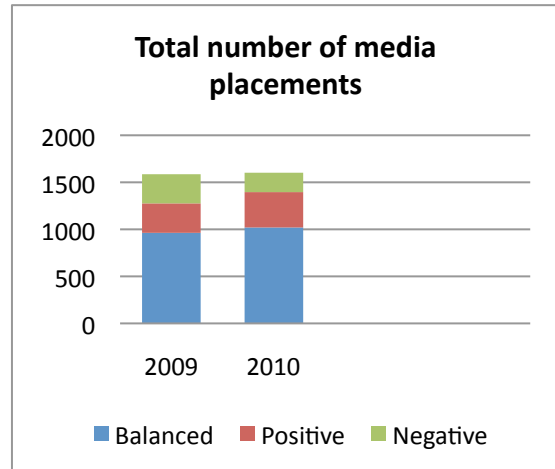
Summary

During the winter quarter, Ohio University received 1,602 media placements. Of that number, 1,020 were balanced in tone, 376 were positive and 206 were negative.

Overall media placements increased about one percent from the same time period in 2009.

During the same period in 2009, the university saw 1,586 placements, with 963 balanced, 313 positive and 310 negative placements.

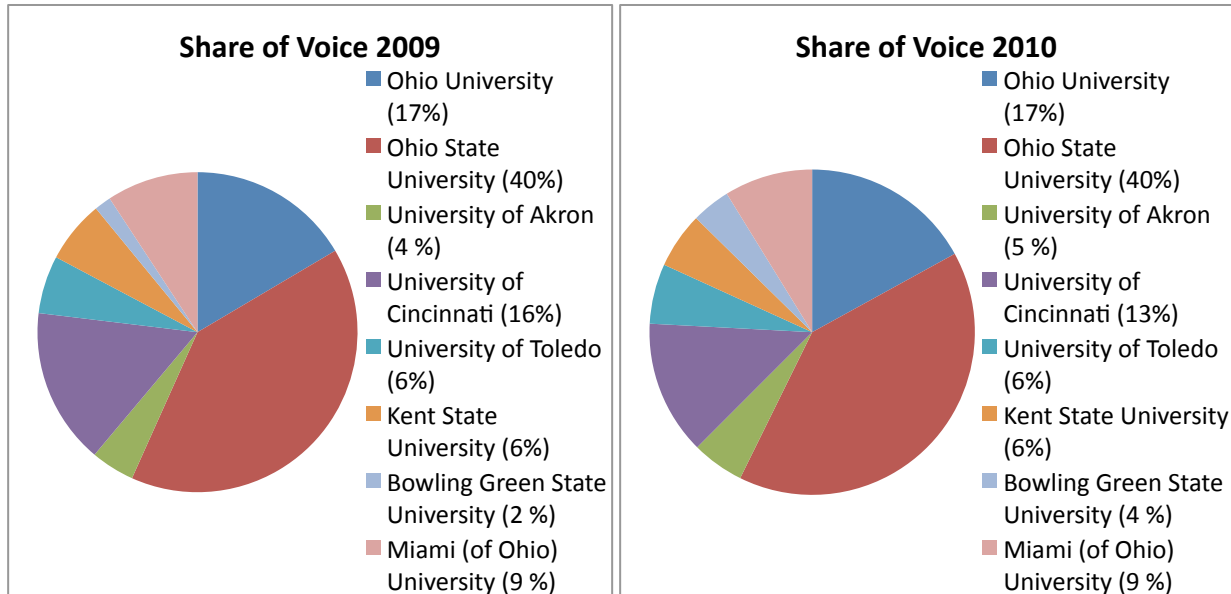
During winter quarter (2010), balanced and positive stories, briefs and mentions included topics such as coverage of Black History Month celebrations, OHIO's designation as a Center of Excellence for Health and Wellness by Gov. Ted Strickland and two generous monetary gifts totaling \$41 million from alumna Violet Patton. Negative topics included meningitis and the related untimely death of a student, the possible strike of American Federation of State, County and Municipal Employees Local 1699 and continuing university budget difficulties.



The number of positive and balanced media hits rose nearly 8 percent from last year during the same time period. The total number of positive and balanced articles was 1,396, representing about 87 percent of entire coverage during winter quarter. In 2009, 1,276 positive and balanced articles were logged, representing about 80 percent of total news coverage.

Share of Voice

In a comparison with similar institutions in the state, Ohio University garnered the second greatest amount of media coverage or “share of voice,” during winter quarter, maintaining the same ranking as last year.



Increasing National Prominence

Press releases, written pitches, social networking and one-on-one contact with members of the media were channels and methods used to earn positive and balanced media coverage in local, regional and national outlets over the quarter. A total of **72 releases were sent out by UCM during winter quarter** compared to 112 in 2009 during the same period. Placements included an Op-ed by President Roderick J. McDavis in *Diverse: Issues in Higher Education*, several stories around the country detailing the university’s stake in the sale of Diagnostic Hybrids and hits in national philanthropy publications and news outlets highlighting alumni giving.

The following are examples of media coverage and social networking engagement that helped increase national prominence for the university:

Headlines and Social Networking Highlights

\$13-Million Gift for Ohio U. Arts Center

Chronicle of Philanthropy

Jan. 14, 2010

Ohio U. stands to make millions from business sale

Associated Press, carried by many outlets, including *San Jose Mercury News*, *Denver Post*, *San Francisco Examiner*, *Akron Beacon Journal*, *Fresno Bee* and others

Jan. 14, 2010

Ohio University makes bundle in sale of company

Columbus Dispatch

Jan. 14, 2010

Ohio University receives \$13.3 million from alumna

Philanthropy News Digest

Jan. 17, 2010

Study offers insight into the color of dinosaurs

New York Times

Dino expert and OHIO Professor Lawrence Witmer quoted

Jan. 27, 2010

Ohio U. alum gives \$28M to education college

Washington Business Journal

Feb. 4, 2010

Residence Challenge 2010 motivates OU students to save energy

Mother Nature Network

Feb. 7, 2010

OU outstrips OSU in tech royalties

Business First of Columbus

Feb. 26, 2010

Including the needs of the poor, rural students in the diversity equation

Diverse: Issues in Higher Education

Op-ed by President Roderick J. McDavis

March 4, 2010

OHIO named state ‘center of excellence’ for health and wellness

Jackson Times-Journal, Columbus Dispatch, The Athens News, Cleveland.com and others
March 9, 2010

OUZ professor inspires students to go electronic

Coshocton Tribune
March 13, 2010

Eco-minded students choose alternative spring break

Athens Messenger
March 18, 2010

Engagement through social networking sites such as Facebook, Twitter and YouTube have proven highly valuable to OHIO in terms of keeping in touch with not only the university community, but also potential students, alumni and friends. The platforms also provide a way for the public to provide useful feedback and to develop connections with the OHIO community.

Ohio University has 15,213 fans on Facebook, with popular topics during winter quarter including the Marching 110’s trip to the Tournament of Roses Parade, alumni giving and the men’s basketball team’s inclusion in the NCAA tournament. Congratulations and pride in OHIO flooded the page after the Bobcats defeated Georgetown.

OHIO’s following on Twitter grew to 6,367 during winter quarter. Topics on Twitter paralleled Facebook topics, with followers showing particular interest in immediate campus news such as Regional campus closings during inclement weather.

Also during winter quarter, **OHIO scored big with the YouTube videos** highlighting *Ohio University Marching 110* (1,282 views), *Happy Holidays from Ohio University* (1,032 views), *Bill Kimok: Branching Out* (974 views), *Learning Communities at Ohio University* (603 views) and *Fulbright Awards at Ohio University* (592 views).