2012 Annual Report
Ohio University in the Media

Summary
During 2012, Ohio University received 11,335 media placements. Of that number, 7,650 were balanced in tone, 2,915 were positive and 770 were negative.

**Overall media placements increased 3 percent from 2011.** During 2011, the University saw 10,951 placements, with 7,337 balanced, 2,433 positive and 1,181 negative placements. 2010’s total was 8,714 placements, with 5,444 balanced, 2,323 positive and 947 negative. 2009’s tally was 7,625 total placements, with 4,614 balanced, 1,763 positive and 1,248 negative placements.

Impressions and Trending News
The reach of Ohio University goes far beyond the number of single placements in the media. Impressions, taken from outlets’ circulation numbers, serve to paint the larger picture of Ohio University’s true potential reach. A total of **142,479,100 Impressions** were made during 2012. Top trending news items in 2012 were the University’s partnership with Ohio State University to create a venture capital fund, President Obama’s visit and OHIO’s ranking on the Princeton Review’s Top Party School list.

The number of positive and balanced media hits rose approximately eight percent from 2011’s tally. The total number of positive and balanced articles was 10,565, representing 93 percent of the entire coverage for 2012. In 2011, there were 9,770 positive and balanced articles, which represent about 89 percent of the coverage. In 2010, 7,767 positive and balance articles were logged, making up about 89 percent of that year’s entire coverage. In 2009, 6,377 positive and balanced articles were logged, representing about 84 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 2012, maintaining the same ranking the past three years.

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 time period. A total of 205 press releases were sent out by UCM during 2012, compared to 260 releases in 2011, 274 releases in 2010 and 390 in 2009. The following are examples of media coverage and social networking engagement and pitching that helped increase national prominence for the university:

Selected Headlines

*WSAZ* **OU Receives Grant to Train 204 New Nurses**
*Business First of Columbus* **Dublin to donate land for Ohio University medical campus under proposed deal**
*MSNBC (expert Larry Witmer)* **Auctioned dinosaur skeleton believed to be smuggled**
*Columbus Dispatch* **OU journalism class to cover London games**
*Business First of Columbus* **Ohio University picks New Englander as new medical school dean**
*Yahoo! India* **Jurassic age dinosaurs stripped bark off of trees using their jaws**
*The Athens News* **‘Bart Simpson’ tries to provide a good example for OU grads**
*Lancaster Eagle-Gazette* **Bank supports OU-L’s campaign**
Ohio University to Save an Estimated $38 Million Through Energy Performance Contract with Constellation

New digital startups graduate from Ohio University business accelerator

Social Media at Ohio University

At the end of the year, Ohio University had **38,015 fans on Facebook**, a rise of about **19 percent** from 2011’s 30,740. In 2010 there were about 22,000 fans, and 12,162 in 2009. By the end of 2012, **OHIO’s following on Twitter reached 24,231, a 33 percent increase** over 2011’s 16,306. The estimated total in 2010 was 10,000. By the end of 2012, Ohio University’s **YouTube channel boasted 111,977 views, an approximate 14 percent increase** from 2011’s total of 96,590. In 2010, the channel had 69,470 views. 2009 was a benchmark year for YouTube numbers, with information indicating 31,835 views from April through December that year.

Faculty Research Expert Media Pitch Program

For the 2012 year, Ohio University promoted and pitched a total of 79 faculty experts to the media, garnering **1,151 placements in state, national and international media outlets**. Some examples of national news outlets carrying the University’s experts include USA Today, the Washington Post, San Francisco Chronicle, Atlanta Journal Constitution, the Chronicle of Higher Education, Christian Science Monitor, Boston Globe, Pittsburgh Post Gazette, the Chicago Sun Times, the Los Angeles Times, the Toronto Star, US News & World Report, Cleveland Plain Dealer, the Columbus Dispatch, ABC News, CBS Sports, CNN and MSNBC News.