

Pride of CASE V 2009

Entry title

“Committed to a cause”

Category

41, Excellence in Feature Writing, Series — CM

Institution

University of Cincinnati

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Names of contributors to entry

Deborah Rieselmann, John Bach, Amanda Chalifoux (formerly Hughes), Curt Whitacre and Angela Koenig.

Budget

No expenses were incurred for this series of articles outside of regular salaries.

Staff

All interviews and writing were conducted solely by University of Cincinnati editors Deborah Rieselmann, John Bach, Amanda Chalifoux (formerly Hughes), Curt Whitacre and Angela Koenig.

Measures of effectiveness

The readership survey that followed the May 2009 issue revealed the following:

- 87% of readers said this series of articles made them proud to be connected to UC.
- 91 % of readers said this series of articles made them feel more in touch with UC.
- 73 % of readers said this series of articles gave them reason to mention UC in casual conversations.
- 79 % of readers said this series of articles encouraged them to recommend UC to a potential student.
- 41% of readers said this series of articles influenced them to donate to the university.