

120+

STUDENTS WERE RECOMMENDED BY FACULTY TO BE MEDIA AMBASSADORS

131

STUDENTS WERE EMPLOYED BY CNN FOR DEBATE PREP

Haley Nelson
ABC6/FOX28
Reporter

"I certainly appreciate everyone's assistance **organizing live interviews with students** - as well as the consideration that went into **having a nice space for us to work**. The students were articulate and kind - we got a lot of compliments from the ABC network about their live interviews."



Otterbein faculty and administrators spoke to the press.

A Forum with The New York Times: The Conversation Before the Conversation

75+ HIGH SCHOOL STUDENTS

7 CENTRAL OHIO SCHOOLS

WERE IN ATTENDANCE

THE NEW YORK TIMES SHARED THE FORUM WITH THEIR

40,000+ SUBSCRIBERS



Otterbein students got to meet the journalists before the forum.

CAMPUS WATCH PARTY

HOSTED OVER

250

GUESTS

AND FEATURED A SPECIAL RECORDED GREETING FOR GUESTS BY WOLF BLITZER

Otterbein student, Aselya '21, introduced the panel of New York Times journalists before the forum.



JOHN GLENN COLUMBUS INTERNATIONAL AIRPORT ADVERTISEMENT SPECTACULAR

New ads were installed in time to welcome travelers to Columbus

60+ EVENTS HOSTED ON CAMPUS

"Having the debate hosted in our community was such a **win for Westerville** and Otterbein University. We know **we have a treasure of a community** and a strong town/gown partnership; **bringing national attention** to the community provided us an opportunity to **showcase all that we offer.**"

Janet Tressler-Davis
President/CEO
Westerville Area Chamber



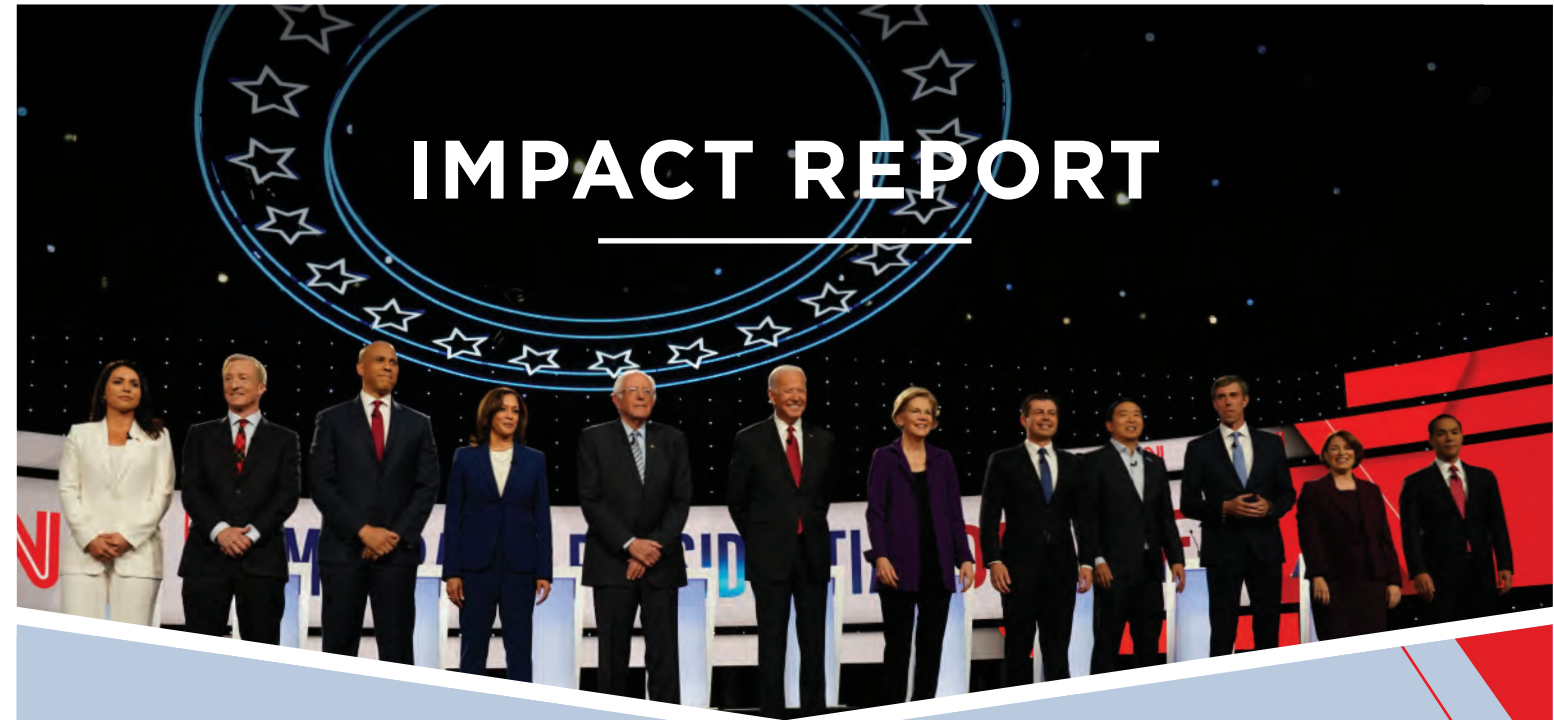
Students were interviewed by local and national media at the Campus Watch Party.



"Tan & Cardinal" staff member in the Spin Room with Senator Booker.

CAMPUS ENGAGEMENT

IMPACT REPORT



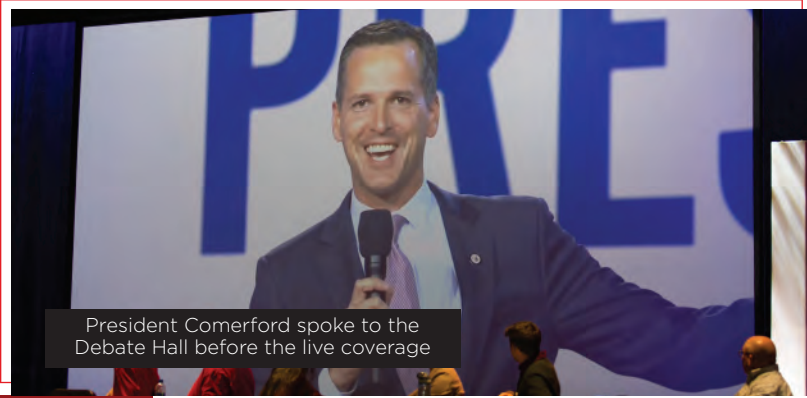
OCTOBER 15, 2019

DEMOCRATIC PRESIDENTIAL DEBATE



Los Angeles Times
The Columbus Dispatch





President Comerford spoke to the Debate Hall before the live coverage



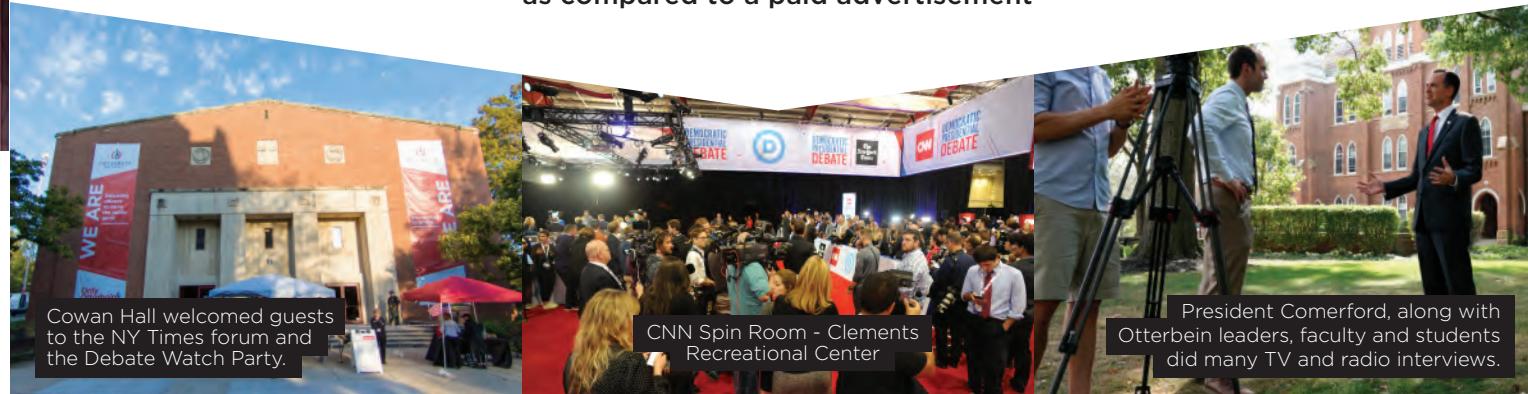
— President Comerford

To limit the privilege of a college education to only the wealthy is un-American and a threat to our democracy.

So, Otterbein is seeking a better way. We believe in creating opportunities for students rich with potential.

PUBLIC RELATIONS

Measuring the monetary value of our earned media as compared to a paid advertisement



Cowan Hall welcomed guests to the NY Times forum and the Debate Watch Party.

CNN Spin Room - Clements Recreational Center

President Comerford, along with Otterbein leaders, faculty and students did many TV and radio interviews.

SOCIAL MEDIA

TWITTER

IMPRESSIONS

192,221

ENGAGEMENTS

12,466

* Impressions - number times a user is served a tweet in timeline or search results
Engagements - total number of times a user interacted with a tweet

FACEBOOK

REACH

390,552

IMPRESSIONS

517,752

VIDEO VIEWS

63,488

* Reach - number of people who saw any content from your Page or about your Page
Impressions - times a user is served a post in timeline or search results

INSTAGRAM

LIKES

8,782

COMMENTS

103

VIDEO VIEWS

10,792

STATS FOR THE WEEKS OF 9/22 - 10/20

WEB TRAFFIC INCREASE

SEPT. 13 - OCT. 23

NEW USERS: UP 78%

PUBLICITY VALUE

SEPT. 13 - OCT. 23

\$1.6 BILLION

PUBLICITY VALUE

WEEK OF OCT. 13

\$457 MILLION

1,600

COLLATERAL PIECES with info about Otterbein, Westerville and Columbus were distributed to each candidate's campaign, media and hotels.

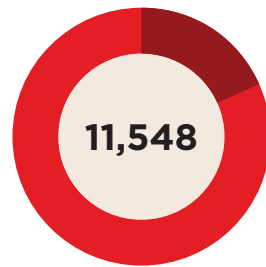


Broadway / TV Star & Alum

JORDAN DONICA '16

performed the national anthem for a televised audience.

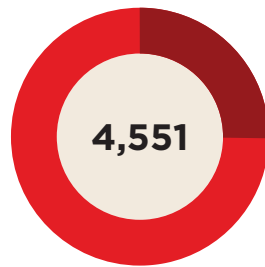
TOTAL
Sept. 13 - Oct. 23



Media Hits

A media hit is any story where Otterbein is mentioned by name.
Average media hits, July 2019

DEBATE DAY
Oct. 15



● Print & Online
● Television

TOP 10 COUNTRIES (media hits)

1. United States (10,596)
2. Australia (143)
3. Canada (64)
4. Great Britain (57)
5. Turkey (30)
6. China (27)
7. Russia (25)
8. Italy (25)
9. France (23)
10. Israel (22)
Singapore (22)



PRESIDENT COMERFORD'S OP-ED PIECE PUBLISHED IN THE HILL

and was sent to over 500 Higher Ed journalists

The Hill is regarded as a "must-read" by those who influence policy in Washington and Congress

"HIGHER EDUCATION MUST REDISCOVER THE 'SERVICE ETHIC' OF TEACHING"

— President Comerford

SPANISH SOCIAL MEDIA CAMPAIGN

REACH: **82,488**

IMPRESSIONS: **155,635**

LINK CLICKS: **795**

HIGHEST REACH

FOR A SOCIAL MEDIA AD CAMPAIGN BY OTTERBEIN UNIVERSITY

NUMBER OF COUNTRIES WITH MEDIA HITS = 58

LOCAL (COLUMBUS) MEDIA HITS

509

NATIONAL CABLE MEDIA HITS

22

NATIONAL NON-CABLE MEDIA HITS

2,062



CNN anchor Wolf Blitzer and other media representatives were on campus and spent time with Otterbein students.

Otterbein's name, messaging and logo were in countless televised shots on CNN and the other 700+ members of the media on campus.



The banner on DeVore Hall was in televised reporting for all in media row.

* Data gathered by Critical Mention, a tool that uses the cost of an advertisement of equal length, running at the same time of day in the same media outlet, to determine the advertisement equivalent (or publicity) value of a media hit.