RIT University News Products

• News & Events Daily is distributed Monday-Friday during the school year and Tuesday/Thursday during the summer to faculty, staff and students through Message Center, as well as external recipients (some alumni, parents, etc.) through a listserv. You can also find the Daily on the University News website, www.rit.edu/news.

• The Athenaeum newsletter is mailed to faculty and staff on campus every other month (six times a year) and features stories, news briefs, photos, profiles, Q&As and other stories on RIT faculty, staff and students. We are also introducing a new online version of the newsletter soon.

• The University Magazine comes out three times a year and has a circulation of 115,000. The magazine features in-depth and trend stories on students and alumni, alumni profiles, letters to the editor, a message from President Destler, regional alumni activities, class notes and more.

• Faculty/staff achievements are regularly posted as Newsmakers in News & Events Daily as well as on the Newsmakers homepage: rit.edu/news/newsmakers.php.

• We promote the inclusion of faculty/staff in outside media with RIT in the News. These are posted in the Daily, on the UNS homepage and the individual category pages, as well as the RIT in the News archive: rit.edu/news/inthenews.php. We generally promote mainstream media hits in RIT in the News; things like peer journal articles can be posted as a Newsmaker. Appearances on TV news stations are clipped and posted to our YouTube channel, and these are promoted in the Daily and on social media.

• The RIT in the Headlines monthly email newsletter highlights RIT’s most prominent media placements. See past issues at rit.edu/news/headlines.php.

• Our social media sites have a growing following: @RITNEWS on Twitter has nearly 14,000 followers, RIT on Facebook has 55,000 likes and RIT News on Facebook has 4,000 likes.

• The RIT Experts Guide lets us keep track of who’s tops in their fields: rit.edu/news/experts.php. Several experts also have accompanying videos we use to pitch and promote their expertise.