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University of Dayton

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NEWS RELEASE

UNIVERSITY OF DAYTON FILLS THREE COMMUNICATION POSITIONS, DEVELOPS STRONGER NATIONAL FOCUS

DAYTON, Ohio — The University of Dayton has hired three experienced communications professionals for its public relations office and promoted Tim Bete to national marketing manager.

Linda Robertson, a 1985 University of Dayton graduate, has been named director of national media relations. She will focus on securing national media attention for the University of Dayton and supervise a two-person news bureau.

She brings a strong blend of journalism and sales experience to the position. Most recently, she served as director of Midwest operations and new business development for DWJ Television, a New York broadcast public relations company that produces and places radio and television programming for corporate and public relations agency clients. Previously, she worked as a senior science writer for the University of California, San Diego, Supercomputer Center. For seven years, she was the senior reporter and producer at the Orbis Broadcast Group in Chicago, the country's leading producer of television medical news. For two years, she served as the director of public relations for the National Alzheimer's Association in Chicago, and she spent seven years at WHIO-TV as an anchor/medical reporter and a bureau chief/general assignment reporter.

Michelle Tedford, a 1994 University of Dayton graduate who holds a master's degree in journalism from Ohio University, has joined the staff as senior publications editor. She will edit three bi-annual magazines for the School of Law, School of Business Administration and School

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of Engineering. For nearly five years, she served as communications manager for Cityfolk. Previously, she spent four years as associate editor of *The Dayton Voice*, now called *Impact Weekly*. She's a partner in a graphic design business called Graphic Minds.

"Removing the Stumbling Block," a story she wrote for the *Dayton Jewish Observer* about how accessible Dayton's synagogues and religious schools are to people with disabilities tied for first place in the social justice reporting category of the 2002 Ohio Society of Professional Journalists competition.

Matt Dewald, formerly a senior editor at Mazer Corp., has been named alumni and development communications manager. He will edit the *Dayton Educator*, a bi-annual magazine for the School of Education and Allied Professions, edit the alumni section of the *University of Dayton Quarterly* and manage the development of various other publications that support fund raising and alumni relations.

He holds a bachelor's degree in English from Wright State University and a master's degree in English from the University of Cincinnati, where he developed and taught literature and composition courses. He's completed coursework for a doctoral degree in English, with a specialization in 19th Century Irish literature, from the University of Cincinnati.

He's written pieces for the *Dayton Business Journal* and served as an editorial intern for Custom Editorial Productions in Cincinnati.

Tim Bete has been promoted to national marketing manager. He will create and implement national marketing and public relations campaigns for the University, using print, video, audio and the Internet. He previously served as e-marketing manager and developed a number of e-newsletters and sites to promote UD initiatives. Formerly the editor of *Early Childhood News* magazine, Bete has written advertising copy for General Mills, IBM, Rayovac and Worldbook. He holds an MBA degree from Indiana University and a bachelor's degree in psychology from Catholic University of America.