

# 2007 UW-Stout News Results

Prepared by  
University Communications

The following is an annual report prepared by my office that details the number of news releases our office submitted to local, state and national media outlets in 2007 and the results of those releases. While we have made every attempt possible to find stories on UW-Stout in the news, the statistics below reflect only the stories we have seen printed or broadcast, or those stories we found on the Web through the use of various search engines.

Our goal for 2008 is to build on these numbers by encouraging everyone on campus to inform University Communications when they have a potential story idea.

Thanks for your assistance in this endeavor.

**Doug Mell**  
Director  
University Communications

## 139 news releases submitted

Of the media coverage: \*

### Overall

238 media stories resulted \*

- 41 articles focused on students (17%)
- 39 articles profiled faculty or staff (16%)
- 50 articles featured an academic program (21%)
- 21 articles mentioned alumni (9%)
- 87 articles covered general university news (*includes polytechnic designation and system budget*) (37%)

### Local stories

187 articles

- 36 articles focused on students (19%)
- 31 articles profiled faculty or staff (17%)
- 32 articles featured an academic program (17%)
- 12 articles mentioned alumni (6%)
- 76 articles covered general university news (*includes polytechnic designation and system budget*) (41%)

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## **State stories**

32 articles

- 3 articles focused on students (9%)
- 3 articles profiled faculty or staff (9%)
- 14 articles featured an academic program (44%)
- 5 articles mentioned alumni (16%)
- 7 articles covered general university news (*includes polytechnic designation and system budget*) (22%)

## **Regional stories**

(includes surrounding states)

10 articles

- 1 article focused on students (10%)
- 2 articles profiled faculty or staff (20%)
- 1 article featured an academic program (10%)
- 3 articles mentioned alumni (30%)
- 3 articles covered general university news (*includes polytechnic designation and system budget*) (30%)

## **National stories**

9 articles

- 1 article focused on students (11%)
- 3 articles profiled faculty or staff (33%)
- 3 articles featured an academic program (33%)
- 1 article mentioned alumni (11%)
- 1 article covered general university news (*includes polytechnic designation and system budget*) (11%)

\* Media coverage in this report counts only articles with online links to full text as featured at the Stout in the [News link](#).