



# IMPACT REPORT

OCTOBER 15, 2019

## DEMOCRATIC PRESIDENTIAL DEBATE



Los Angeles Times  
The Columbus Dispatch



### STUDENT INVOLVEMENT

120+

MEDIA AMBASSADORS

135+

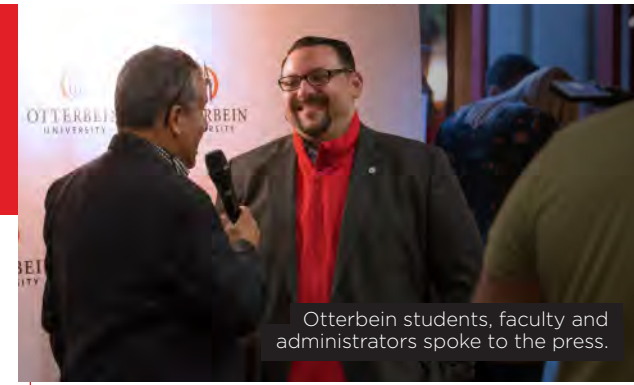
EMPLOYED BY CNN

400+

IN DEBATE HALL AUDIENCE

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 ABC and more about their live interviews."



Otterbein students, faculty and administrators spoke to the press.

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



### 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

### JOHN GLENN COLUMBUS INTERNATIONAL AIRPORT ADVERTISEMENT SPECTACULAR

New year-long campaign up in time to welcome travelers to Columbus

### 60+ EVENTS HOSTED ON AND OFF 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



Memorial Stadium hosted national Media Row and the Cardinal Football team.

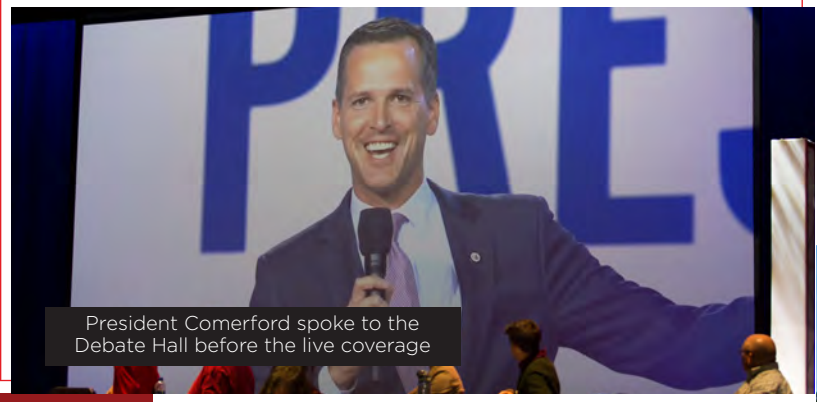


"Tan & Cardinal" staff member in the Spin Room with Senator Booker.

The Office of Marketing & Communications mobilized in their respective specialization areas (PR, events, logistics, web, social media, media, etc.) to develop a plan in collaboration with CNN and The New York Times to showcase Otterbein within the framework of the overall debate.

# CAMPUS ENGAGEMENT





President Comerford spoke to the Debate Hall before the live coverage



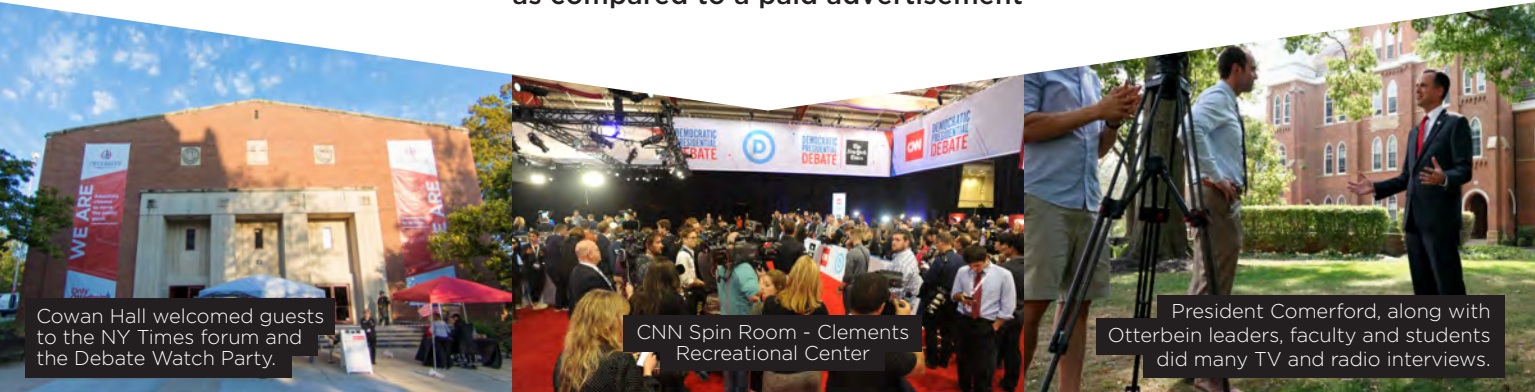
— President Comerford

**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 tweet 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**

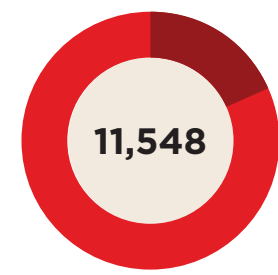
**1,600**

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



Broadway / TV Star & Alum  
**JORDAN DONICA '16**  
performed the national anthem for a televised audience

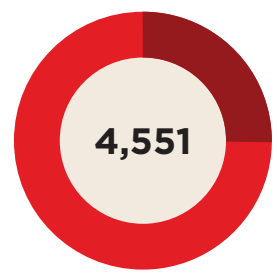
TOTAL  
Sept. 13 - Oct. 23



## Media Hits

A media hit is any story where Otterbein is mentioned by name.  
Average media hits, July 2019 = 135

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**

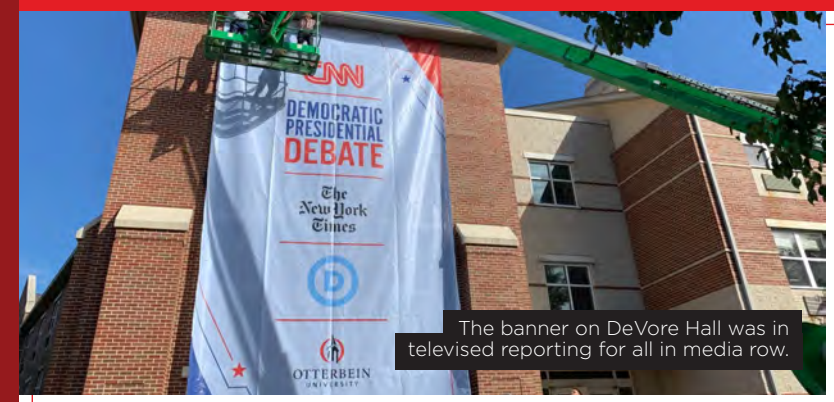
NATIONAL CABLE MEDIA HITS  
**22**

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.