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Mar23

[Mike](#)

### [And the hits just keep on coming!](#)

An old saying from top-40 radio, the phrase in my headline applies as well to RIT news placements—“hits,” as we term them—in *The Wall Street Journal*.

Three weeks ago, I [wrote](#) about RIT getting three hits within a few days of each other in *The Wall Street Journal*. Well, chalk up another one. RIT [public policy](#) professor and job outsourcing expert [Ron Hira](#) recently took part in a one-on-one online debate, on [WSJ.com](#), with an executive from Oracle Corp. about foreign-worker visas. You can hear some of Dr. Hira’s remarks on this week’s [“Dateline: RIT – The Podcast.”](#)

You’ll also hear comments from [Frank Romano](#), professor emeritus from RIT’s [College of Imaging Arts and Sciences](#), about a new Kodak-Xerox rivalry in the realm of digital printing, as well as his thoughts on how it affects the industry’s future. Dr. Romano was quoted in *The Wall Street Journal* article, [“When Neighbors Become Rivals.”](#) Hear him, plus [John Follaco](#), [Bob Finnerty](#) and [Vienna Carvalho](#) with more RIT news and [News & Events](#) highlights, on the [pod](#).

Have a great weekend!

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1. [Justin Thorp](#)  
Mar25

Mike, isn't "the hit" no longer relevant? It's all about the long tail because of the Web. People don't want hits that only apply to the lowest common denominator of what's mass-market popular.

2. [John Follaco](#)  
Mar26

Justin, I'd tend to disagree with you. While the Web is huge, "the hit" is certainly still relevant—particularly when you're talking about The Wall Street Journal. It's true that newspaper circulation is declining, but more than 2 million people still read The Wall Street Journal's print edition. Plus, their readers are exactly the type of people who we'd like to have learn about RIT. It's still a bit premature to put The Wall Street Journal and "lowest common denominator" in the same sentence.

3. [Mike Saffran](#)  
Apr06

Justin, sorry for my delayed response but I've just returned from a week and a half in Florida, where I literally "unplugged." I was offline for a full week and didn't read e-mail for a whopping 10 days (my longest ever stretch, and it felt great!). To your point about hits, notice that nowhere in my post did I infer that placements need be in the traditional print format. Dr. Hira's debate took place online and, indeed, most newspapers run stories both online and in print. Plus, while in agreement with you about what I term the news media's prevailing "flavor of the day" mentality, I have to side with John regarding *The Wall Street Journal*—it's in the top tier of national newspapers. (Personally, on my vacation I found reading *The Palm Beach Post* daily to be a very, very nice change from the *Democrat and Chronicle*.)

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The Tiger Beat takes you behind the scenes with the members of [RIT University News](#)—the news and public relations division of [Rochester Institute of Technology](#). Get the "story behind the story" and an insider's look at who we are and what we do to publicize RIT news.

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