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[Behind the scenes of 'Dateline: RIT – The Podcast'](#)

Last time, I introduced “Dateline: RIT – The Podcast”—part of a family of new-media services from University News aimed at keeping you updated on coverage of RIT news and RIT people in the news. This time, the inside story (part one) on the vision behind the podcast, [e-newsletter](#), “Dateline: RIT” blog posts and forthcoming “Dateline: RIT” Web site.

The purposes of each are to *show* and *tell*:

â€¢ *Show* coverage of RIT news and RIT people—because getting RIT in the news is our primary mission (through news placements or “hits”).

â€¢ *Tell* about interesting RIT news—because *showing* you coverage is another way of *telling* you about RIT news (as we do through [News & Events](#) and news releases).

That’s the “why” behind the purpose of “Dateline: RIT.” [Next time](#), more on the “how” behind the new podcast.

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About us

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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