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:

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

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.

Recent Comments

- John / Jul 24 The 'abolishionist' is corrected
- Justin / Jul 17 RIT goes west
- Jeff / Jul 12 Shine on, classic beauties!
- Brennan / Jun 24 Shine on, classic beauties!
- Will / Jun 17 What to do with all that hardware?
- David / Jun 14 Shine on, classic beauties!
- Nancy / Jun 13 Shine on, classic beauties!
- Mike / Jun 2 Time is running out to talk back to University News
- Ralph / May 30 Time is running out to talk back to University News
- John / May 19 Sensationalism trumps accuracy in Channel 10 news story