



## **The University of Oregon Alumni Association**



*Serving the University of Oregon community since 1879*



1720 E. 13<sup>th</sup> Ave. Eugene, OR 97403

## **NEWS RELEASE**

**Oct. 29, 2015**

FOR IMMEDIATE RELEASE

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### **UO ALUMNI ASSOCIATION AWARDS 25 DUCKS WHO WILL CHANGE THE WORLD** ***Students Honored For Giving Back to the Community and Having the Potential to Change the World***

EUGENE, Ore. – Twenty-five University of Oregon students were honored for their potential to change the world and everything they do for the university, as well as the local community, last month by the *UO Alumni Association*.

The *UOAA* began this award as an opportunity for superior students at the UO to be recognized by their peers for their involvement on campus, their dedication to serving the community, for having a high standard of achievement, and for enhancing the reputation of the student body.

Out of 24,181 students at The University of Oregon, 25 students were selected to receive the award. The University of Oregon also partnered with Emerald Media Group to recognize these students by publishing stories on each of the honorees in the student newspaper at UO, also known as the Daily Emerald.

“It was a way for the *UOAA* to show our appreciation for all that our students do for our university and our local community,” said Associate Vice President of Advancement Paul Clifford.

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Of the finalists, there were 14 seniors, five juniors, five sophomores and one freshman. Their majors vary from business and political science to biological anthropology and Eurasian studies. They are also all passionate about different things, whether it's women's rights or climate change. They all have one thing in common and that is their potential to change the world

These nominations are public and open to anyone affiliated with the University of Oregon. Panels within the Emerald Media Group reviewed the nominations and then were selected by that panel. The Emerald newsroom employees and the business entities of the Emerald Media Group handled all the interviews.

For more information, please contact Tyler Horst at (503) 956-8104 or by email at [tyler@tylerhorst.com](mailto:tyler@tylerhorst.com).

Launched in 1879 with five alumni, the *UOAA* is proud of its long history of keeping alumni connected to the university and offering a wide array of opportunities for service. With a membership of more than 27,000, the alumni association serves as an important connection to the university for the more than 195,000 alumni around the world.

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### **Backgrounder**

The University of Oregon Alumni Association was created in 1879 with five alumni to advocate for its alma mater and be the voice of the alumni community. The Alumni Association has a long history of keeping alumni connected to the university and offering a wide array of opportunities for service. The Alumni Association has now grown to a membership of more than 27,000 and serves as an important connection to the university for the more than 195,000 alumni around the world.

Dues –paying members are the passionate Ducks in an alumni community that proudly express their pride, love, and affection for the university by supporting the university’s alumni relations’ efforts. The Alumni Association believes that without involved alumni tending to the university, it will not be as strong as it should. Due to the commitment of the members, the Alumni Association has been able to fulfill its mission of “making the University of Oregon stronger by fostering lifelong, mutually beneficial relationships between the university and it alumni community.”

In order to continue supporting the university and cultivating a culture of philanthropy at the University of Oregon, the Alumni Association has created many opportunities for alumni and current students. Some of these opportunities include the Duck Career Network, organized alumni groups, alumni and student networking events, membership discounts and rewards, monthly newsletters, campus tours and advocacy initiatives. The Alumni Association strives to increase membership and cultivate a stronger culture of giving back so the university can progress and prosper for years to come.



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### **FACT SHEET**

- In 1879, five alumni of the University of Oregon gathered to form the University of Oregon Alumni Association because they realized that alumni were the only permanent stakeholder group with a vested interest in the long-term well-being of the UO, after the university accumulated nearly \$8,000 in debt during its start up.
- The UOAA continued to grow and now counts more than 27,000 as members in its ranks (including 5,000 students), which serve as an important connection to the university for the more than 195,000 alumni around the world.
- Dues-paying members are passionate alumni that proudly express their pride, love and affection for the UO by supporting the university's alumni relations' efforts.
- The mission of the UOAA is to make the University of Oregon stronger by fostering lifelong relationships, helping Ducks become champions and cheerleaders, ambassadors and advocates for the university
- A 44-person Board of Directors oversees the UOAA, which represents the alumni community and serves as the voice of the alumni community.
- The UOAA currently has a full-time staff of 15 people with various leadership roles.
- Each year, the UOAA gives out four different awards to exceptional alumni who represent what it means to be a Duck and stand out as great examples of how UO alumni are changing the world.
- Members of the UOAA get exclusive access to events including Nike Company Store shopping night, Oregon Ducks tailgates, member appreciation nights and more.
- The UOAA focuses on the management and distribution of gifts, while the University Development office (located in the same building) handles the cultivation of donor relationships and solicitation.
- The UOAA is a nonprofit organization, funded entirely by the university and the members in it.



**UO Alumni Association**

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**MEDIA ADVISORY**

Five University of Oregon alumni have been selected to receive three different alumni awards for their support and dedication to the university. These alumni awards are given to those who have become prominent in their chosen professional fields or are renowned for their personal endeavors, which will encourage future students to succeed upon graduation. They also represent what it means to be a Duck and are great examples of how the University of Oregon alumni are changing the world. The three alumni awards that will be presented are the Distinguished Alumni Award, the Outstanding Young Alumni Award, and the Jeanne Johnson Alumni Service Award. This event is open to the public for anyone who would like to celebrate these outstanding alumni.

**WHO:** UOAA Staff  
UOAA Board of Directors  
Ret. Col. Marcelyn Atwood  
Otis C. Davis  
Tucker S. Bounds  
Dr. Sara L. Terheggen  
Fred M. Poust

**WHAT:** An event where five alumni will be presented with an alumni award, thanking them for serving as a great representation of the alumni and student body, as well as congratulating them for their successes.

**WHEN:** Friday, Nov. 6 at 5:30 p.m.

**WHERE:** Ford Alumni Center Giustina Ballroom  
1720 E. 13<sup>th</sup> St.  
Eugene, OR, 97403

**WHY:** Present alumni awards to selected alumni to honor them for their service to the University of Oregon

To: Molly Blancett, KVAL Television Reporter  
Subject: University of Oregon Alumni Award Ceremony

Molly,

When it comes to alumni relations, it's important that the significant are recognized. Alumni from the University of Oregon are doing spectacular things in the real world, setting a higher standard of excellence for future Ducks upon graduation. Putting these distinguished alumni in the spotlight incentivizes future generations of Ducks to benefit from their education and really accomplish whatever they desire in life, using these honorees as true role models. This is not only great for the University of Oregon, but also great for the city of Eugene. People want to see the amount of intellectual development young adults are attaining here at the University of Oregon.

That is why I'm reaching out to about an exciting event in which five University of Oregon alumni will be presented with various alumni awards, thanking them for serving as a great representation of the alumni and student body, as well as congratulating them for their successes. These alumni have become very successful in their professional fields and were selected based on their dedication and support to the university. The award ceremony will be held on Friday, Nov. 6 at 5:30 p.m. inside the Giustina Ballroom of the Ford Alumni Center. The honorees that will be presented with awards represent what it means to be a Duck and are great examples of how University of Oregon alumni are changing the world. The event is open to the public for anyone who would like to celebrate these alumni. All award honorees are also available for interviews at your request.

For more information, please see the link below:

<http://www.uoalumni.com/s/1540/uoaa/events.aspx?sid=1540&gid=3&pgid=587>.

I will follow up with you later this week as the event draws closer and I am also available to meet face to face to discuss further any day up until the event. Feel free to call me at 503-956-8104 or email me anytime at [tyler@tylerhorst.com](mailto:tyler@tylerhorst.com) if you have any questions.

Sincerely,  
Tyler Horst  
PR Professional

## Media List

Name	Organization	Contact	News Value
Tyson Alger	The Oregonian (Local Print)	<a href="mailto:talger@oregonian.com">talger@oregonian.com</a> @tysonalger	Known for writing articles about the University of Oregon and has written some specifically about UO alumni. With the amount of University of Oregon alumni presence in Portland, I believe the Oregonian would be an effective way to show the impact of this to the Oregonian's Portland target audience.
Elissa Harrington	KVAL (Local Broadcast)	@EHarringtonNews kvalnews@kval.com	Has reported on many stories regarding students' post-graduation ambitions. With KVAL being a local news station, proximity is definitely the news value for this story.
Joe Drape	The New York Times (National)	@joedrape No email provided	Has written many articles about collegiate alumni giving back, especially to sports programs, which happens often at the University of Oregon. The news value here could be prominence due to the notable alumni who will be presented with awards at this ceremony.
Marcia Y. Cantarella, Ph.D	The Huffington Post (Blogger)	212-580-1495 @iCANfnshcollege	Blogs a lot about how to get the most out of your college degree and education. I would definitely use humanity as a news value when pitching to this blogger to show the many great things that University of Oregon students are



			getting out of the education system here in Eugene, Oregon upon graduation.
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