

Doctorate Student Dissertations Result in National News

Recognizing that University of the Rockies, formerly Colorado School of Professional Psychology, had little name recognition, we recommended taking outcomes from select doctorate dissertations to the mainstream national media.

Research findings from colossal dissertations were summarized into short news releases, presented with a compelling visual, to whet media's appetites and open new outlets for increasing awareness and branding the university.

The first *Yoga Therapy for Binge Eaters* story resulted in hundreds of online hits as well as extensive coverage in traditional print and broadcast media. Subsequent news releases on dissertation topics, ranging from *Vacations and Job Satisfaction* to *Online Gaming Addiction*, achieved similar success.

