Are we getting the word out about the U?
Earned Media
47K+

Averaging 130 Stories Every Day

News Articles Published About the U in CY’23

*All non-athletics U coverage
Different Outlets Worldwide

3K+

Earned Media

*All non-athletics U coverage
Overwhelmingly Positive Coverage

*Excluding athletics

47,799 Total Articles

Positive 98%

Negative 2%
News stories about the U, except athletics—from outlets we don’t own/control—were shared online:

FACEBOOK: 774,024 Times

TWITTER/X: 164,158 Times
National Coverage

55 Articles

*All non-athletics U coverage
National Coverage

The New York Times

40 Articles

*All non-athletics U coverage
National Coverage

*All non-athletics U coverage

33 ARTICLES
Local Media Landscape
Daily Coverage

A Story Every Day About the U

Earned Media

*On average in CY 2023, excluding athletics
Daily Coverage

Earned Media

Other Utah News Outlets

Deseret News

Salt Lake Tribune

A Story Every Other Day In Each Outlet

*On average in CY 2023, excluding athletics
INSTITUTIONAL

EXPERTISE

20+ OP-EDS IN CY’23

INDEPENDENT

Earned Media
EXAMPLES:

Join our compact with Utah Standard Examiner, others

Utah athletic programs help our economy, our enrollment and our well-being The Salt Lake Tribune

The magic behind the high-impact discoveries from Utah's universities Deseret News

Earned Media
EXPERTISE

EXAMPLES:

America’s Student Loans Were Never Going to Be Repaid
The New York Times

The U is expanding cultural perspectives through partnership with historically Black colleges and universities
Deseret News

The US prevailed in the Space Race of the 1960s — with STEM, we can win the ‘Earth Race’ too
The Hill
INDEPENDENT

EXAMPLE:

Utah will only achieve housing justice if we prioritize people over profits

*Deseret News*
Are we getting the word out about the U?
Owned Media
No. 23
Best College/University Social Channels in the country by Rival IQ
OWNED SOCIAL MEDIA
692K
Total audience
OWNED SOCIAL MEDIA
64 Million Impressions

OWNED SOCIAL MEDIA
2.5 Million Engagements

OWNED SOCIAL MEDIA
10 Million Video views

OWNED SOCIAL MEDIA
News @theU

Hello, I'm Matilyn Mortensen

~30K Views Each Week

INNOVATION HIGHLIGHT

OWNED MEDIA
1. The goal is $1 billion in research funding with Erin Rothwell

2. New campus in Herriman is a first for the U

3. How the demographics of autism spectrum disorder in Utah are changing
1.4 MILLION PAGEVIEWS
Up from 1.1 M in CY 22
822 ARTICLES PUBLISHED

@TheU

OWNED MEDIA
Lorem ipsum dolor sit amet, consectetur elit. Fusce diam diam, mollis ac tempus sit amet, lacinia hendrerit neque.

INNOVATE

Telecope Array detects second highest-energy cosmic ray ever

OWNED MEDIA
Lorem ipsum dolor sit amet, consectetur elit. Fusce diam diam, mollis ac tempus sit amet, lacinia hendrerit neque.
NATIONAL IMPACT

555K+
Print Reach

650K+
Emails Sent
READER SURVEY

1. Well Read
2. Well Respected
3. Creates Connections
4. Drives Consideration
5. Encourages Donations
Ø 82% say they read most or all the issues they receive
85% rate the quality of the magazine as excellent or good
3: Creates Connections

- 90% say it strengthens their connection to the U
41% say the magazine helps them suggest the U to family and other potential students.
40% say they donated to the U because of the magazine
Event Talking Points: 84
Academic Senate Updates: 20
Board of Trustee Reports: 10
Pre-recorded Scripted Videos: 21
Quotes for articles/press releases: 64
Convenings
Convenings

Communication Events

- APLU/Pac-12
- Webinars
- Press Conferences
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- APLU/Pac-12
- Webinars
- Press Conferences

Campus Events
- Truth in Tuition
- Commencement
- Day of Collective Action
- MarCom Council
- PLCs
Convenings

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- APLU/Pac-12
- Webinars
- Press Conferences

Campus Events
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- MarCom Council
- PLCs

Signature Events
- Debate
- Campaign Closing
- State of the U
- National Thought Leadership
Are we getting the word out about the U?

And we can do better.

Yes.
How do we arrive at truly transformational coverage?
Foundational Communications

Great Salt Lake Example
Foundational Communications

Great Salt Lake Example

2019

2021

2021
Targeted Pieces

Great Salt Lake Example
As the Great Salt Lake Dries Up, Utah Faces an ‘Environmental Nuclear Bomb’

Climate change and rapid population growth are shrinking the lake, creating a bowl of toxic dust that could poison the air around Salt Lake City.
Entrepreneurship and Innovation
- Master of Business Creation
- Fintech
- Economic impact of the U

Senses of Place and Community
- College town magic
- Career success after graduation

Defying Stereotypes
- U Belong
- Global reach & support

Societal Impact
- Responsible AI
- Great Salt Lake
- Health care influence
Thank you.