



# Media Releases: To Send or Not to Send?

That is the question

**Sunni Brown, Director of Media and Public Relations**

June 30, 2023

# Earned Media Mission

## Newsroom

RICHMOND NEWSROOM

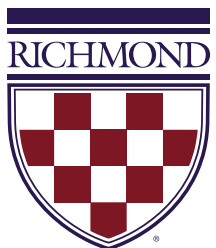
MEDIA RELEASES EXPERT GUIDES MEDIA PLACEMENTS EXPERT INSIGHTS FACULTY AND STAFF TOOLKIT CONTACT MEDIA & PR



### In the News

Mainstream national media and top industry trade publications frequently turn to University of Richmond faculty and staff experts to add perspective to the news of the day and serve as key authorities on issues of national and international importance. Within the UR newsroom you will find media placements, the University's releases, and featured experts.

- 80% of earned media through pitching
- Releases important



# Past vs. Present

DECEMBER 18, 2013

## **Reynolds Foundation makes \$250,000 gift to support MBA program's international business education focus**

The Richard S. Reynolds Foundation will donate \$250,000 over five years to the University of Richmond's Richard S. Reynolds Graduate School of Business to support international business education for students in the MBA program.

AUGUST 5, 2013

## **University announces \$10 million lead gift to create The Queally Center for Admission and Career Services**

A \$10 million lead gift by alumni Paul and Anne-Marie Queally, bolstered by multiple leadership gifts from others, has helped University of Richmond raise more than \$12 million that the university plans to use toward a new center for admission and career services, a key component of its Fulfilling the Promise fundraising campaign.

JULY 10, 2013

## **University of Richmond President Edward L. Ayers receives National Humanities Medal at White House ceremony July 10**

Edward L. Ayers, historian of the American South and president and professor of history at the University of Richmond, received the 2012 National Humanities Medal from President Barack Obama in a July 10 ceremony at the White House East Room.

APRIL 16, 2013

## **David Hale named vice president for business and finance and treasurer; will assume duties July 29**

David B. Hale, a senior financial executive with more than 25 years of professional experience in higher education and the private sector, will join the University of Richmond as vice president for business and finance and treasurer.

FEBRUARY 26, 2013

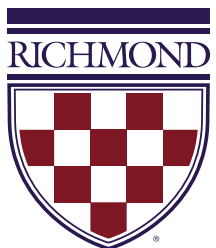
## **University of Richmond launches 20-month campaign to raise \$150 million for completion of Richmond Promise strategic plan goals**

University of Richmond has launched a \$150 million, 20-month campaign to complete the goals set down by its Richmond Promise strategic plan in 2009.

JULY 12, 2012

## **Athletic Director Jim Miller to transition to new role of assistant to the president for athletic advancement**

Athletic Director Jim Miller, who guided the University of Richmond's unprecedented athletic and academic success throughout a 12-year tenure, will transition from his current role to the newly established role of assistant to the president for athletic advancement.





# Past vs. Present



JUNE 20, 2023

## Music Professor Awarded Fulbright Teaching Grant to Explore Intersection of Music, Culture, and Technology in Indonesia

Andy McGraw is an ethnomusicologist with expertise in Southeast Asian traditional and experimental music, intercultural performance, and rhythm analysis.



MAY 23, 2023

## University of Richmond Student Selected to Participate in Prestigious Fulbright Summer Institute in the UK

Chloe Goode has received a competitive opportunity to study at Queen's University Belfast through a Fulbright Summer Institute in the United Kingdom.



JUNE 6, 2023

## Five University of Richmond Students Offered Gilman Scholarships to Study Abroad in Czech Republic, Italy, and UK

Five University of Richmond students were offered [Gilman scholarships](#) to support their study abroad experiences. Gilman grants allow students of limited financial means to study or intern abroad.



MAY 22, 2023

## Seven University of Richmond Jepson School of Leadership Studies Students Awarded Scholarships to Study at Oxford

Seven recent leadership studies grads are heading to the University of Oxford to pursue one-year master's degree programs through the Jepson Scholars Program.



MAY 24, 2023

## Recent University of Richmond Graduate Awarded Critical Language Scholarship to Study in Indonesia

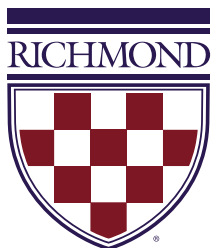
Sarah Schalkoff, who graduated from the University of Richmond on May 7, was awarded a Critical Language Scholarship to study Bahasa Indonesia this summer.



MAY 18, 2023

## University of Richmond Health Studies Professor Kathryn Jacobsen Receives National Award for Teaching Excellence

Jacobsen, William E. Cooper Distinguished University Chair, received the 2023 Velji Global Health Award for Teaching Excellence.





# Media Releases Today ...

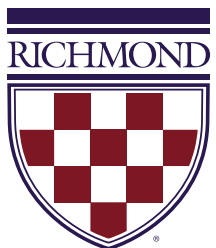


APRIL 26, 2023

## **University of Richmond Named Best Value College by Princeton Review; Ranked #3 for Best Schools for Internships**

The Princeton Review chose 209 schools for the 2023 list based on data from its surveys of administrators at more than 650 colleges in 2022-23.

- Images
- Short
- General Audience
- Curated List
- Distribution Service



# Dos vs. Don'ts

## University of Richmond releases cover:

- Institutional priorities
- Rankings
- Major gifts, people
- Academic excellence
- Reach and reputation
- Media interest



MARCH 15, 2023

### **\$25 Million Gift to the University of Richmond Will Support Creation of New Center Focused on Academic Research for Students**

UR alums and longtime generous benefactors Carole and Marcus Weinstein will donate \$25 million to the University of Richmond to support a center focused on student learning. This is the second largest single gift in the University's history. The Carole and Marcus Weinstein Learning Center will be located in Boatwright Memorial Library.



MARCH 13, 2023

### **Director of University of Richmond's Digital Scholarship Lab Awarded \$250K NIH Grant for Redlining Research**

Rob Nelson, director of the Digital Scholarship Lab, has been awarded nearly \$250K from the National Institutes of Health to study the impact of redlining.



MARCH 9, 2023

### **University of Richmond Names New Dean of Admission**

Melissa Falk has been appointed associate vice president and dean of admission at the University of Richmond.



MARCH 2, 2023

### **Small Class Sizes and Experiential Learning Land Robins School of Business in Poets&Quants Top 20 Undergrad Business Schools**

The Robins School of Business ranked in the top 20 in the annual Best Undergraduate Business Schools rankings by "Poets&Quants for Undergrads," the leading online publication for undergraduate business education news.



FEBRUARY 23, 2023

### **Two UR Students Awarded Competitive Beckman Scholarships to Further Faculty-Mentored Research on Fighting Diseases**

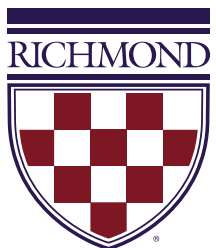
University of Richmond sophomores Abigail Ali and Auden Wilson have each been awarded a prestigious Beckman Foundation Scholarship.



FEBRUARY 16, 2023

### **University of Richmond Senior Receives Competitive Rising Black Scientist Award for Academic Talent, Commitment to Research**

The Rising Black Scientist Awards support talented and motivated young Black scientists and provide funds to support professional development.





# Faculty Awards & Grants

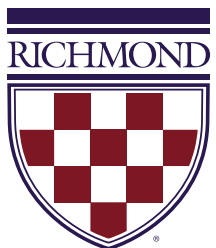


APRIL 18, 2023

## **University of Richmond Psychology Professor Kelly Lambert Selected as Finalist for \$250,000 Cherry Award for Great Teaching**

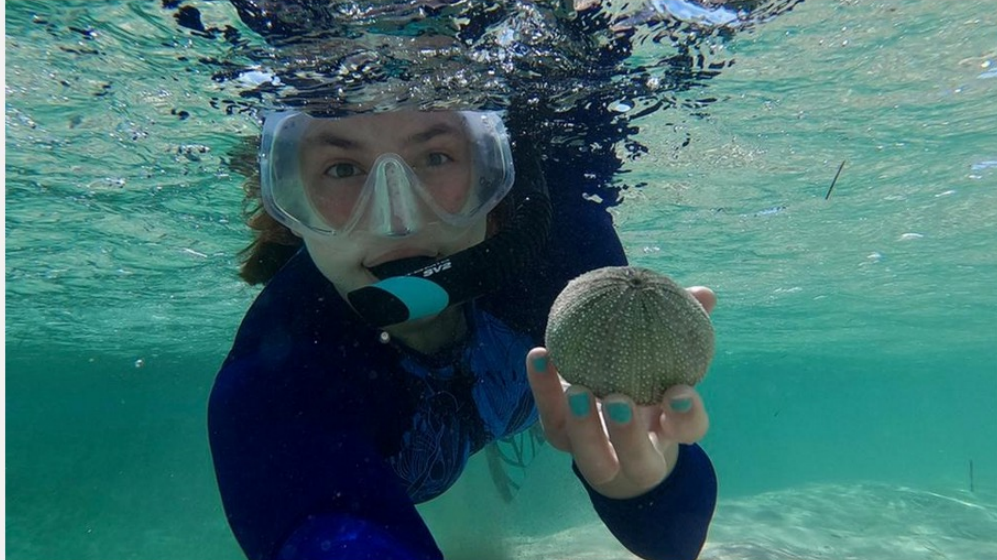
This national award for exceptional teaching is the single largest monetary reward presented by a college or university.

- Demonstrate academic excellence
- Showcase caliber of UR faculty
- Highlight research





# Prestigious Student News

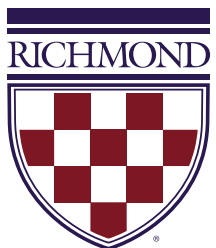


APRIL 21, 2023

## **University of Richmond Student Receives Nationally Competitive Scholarship to Further Marine Biology Research**

Emily Lekas, a University of Richmond sophomore from Jacksonville, Florida, has been named a Hollings Scholar by the National Oceanic and Atmospheric Administration. Lekas is one of 120 across the country to receive this award.

- Highlight national scholarships and fellowships
- Show we are competitive with other schools
- Demonstrate academic excellence
- Amplify value of liberal arts



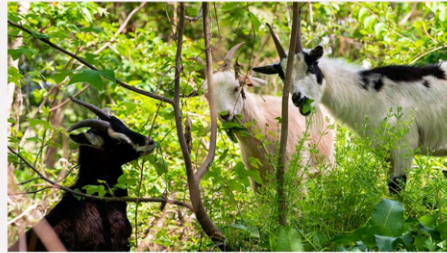
# Let's Not Kid – Goats Sell!



NOVEMBER 9, 2021

## University of Richmond Highlighted As One of the Nation's Most Environmentally Responsible Colleges by The Princeton Review

For 12 consecutive years, The Princeton Review has selected the University of Richmond as a top school for environmental stewardship.



OCTOBER 5, 2021

## Goats Head Back to Campus

RVA Goats and Honey is sending 40 to 60 goats to the University of Richmond.



APRIL 23, 2019

## Goats Return to University of Richmond for Extra Credit in Environmental Landscaping

On the heels of Earth Day, the university welcomes its second herd of goats to campus to clear away unwanted vegetation Tuesday, April 23.



APRIL 23, 2018

## Grazing goats to launch new environmental stewardship project at the University of Richmond

The University of Richmond will welcome a herd of kids this spring to its campus.



## Why was there a herd of goats at the University of Richmond?

OCTOBER 6, 2021

Director of Sustainability Rob Andrejewski is interviewed in this story.



## Dozens of goats coming to University of Richmond

OCTOBER 6, 2021



## "RVA Goats" are gearing up for their next job

OCTOBER 5, 2021

This story first aired on CBS 6 and was also picked up by MSN.



## You've Goat to be Kidding

APRIL 12, 2019

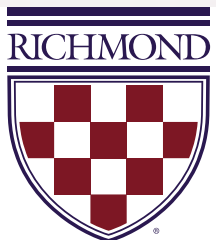
Rob Andrejewski, director of sustainability, authored this piece about the new campus eco-corridor and how a herd of goats helped kick off the project last spring.



## University of Richmond using goats for landscape management

APRIL 24, 2018

A herd of goats is helping clear invasive plants as part of the eco-corridor project. This article appeared in more than 50 additional media outlets, including The Seattle Times, The Washington Post and The Los Angeles Times.





# Bees? – Yes Please!



APRIL 23, 2020

## UR Receives National Recognition for Commitment to Pollinator Conservation

University of Richmond is now one of 98 campuses across the country to be certified as a Bee Campus USA affiliate.



JUNE 20, 2018

## UR installs pollinator garden during National Pollinator Week

Jennifer Sevin, a visiting lecturer in biology, and her students are teaming up with Kirstin Berben, biology laboratories manager and one of UR's beekeepers, to create a pollinator garden during National Pollinator Week.



SEPTEMBER 19, 2018

## University of Richmond Faculty and Staff Rescue Tens of Thousands of Bees from Downed Tree Following Monday's Tornadoes

As a result of the storms across the region Sept. 17, a large tree fell across Towana Road near the University of Richmond campus.



JUNE 21, 2017

## University of Richmond launches beekeeping program; bee hives will address ecological concerns, create living lab on campus

The University of Richmond has installed two honeybee hives on campus as a sustainable and educational response to bee populations' global decline.



## University of Richmond Faculty and Staff Rescue Tens of Thousands of Bees from Downed Tree Following Monday's Tornadoes

SEPTEMBER 19, 2018

As a result of the storms across the region Sept. 17, a large tree fell across Towana Road near the University of Richmond campus. Staff members from University Facilities responded to the scene to assess the damage and remove the tree.

"What they found was a tree that had rotted in the middle and was full of bees. Lots of bees," said Karla Connelly, administrative assistant in Facilities.



The staff immediately contacted Kirstin Berben, laboratories manager in the biology department. Berben is one of two campus beekeepers and helps oversee UR's [beekeeping program](#).

"The tree was cracked open, and it was a catastrophic situation for the bee colony inside, which I estimate was about 70,000 bees based on the amount of honeycomb," Berben said.

After collecting the needed equipment, Berben, along with campus electrician David Rodriguez and landscape manager Karen Williams suited up and got to

work.

"We started picking up the comb and transferring clusters of bees into a large storage bin," Berben explained. "There was a large cluster that seemed to include the queen, so we focused on that."

Berben, who also maintains beehives at her house, then transported the bees to her home six miles away from campus.



"If you relocate a colony too close to its original home, the bees may try to return, so I felt it was best to move them off campus for the time being," Berben said.

Berben hopes this colony can join the existing hives back on campus sometime in the spring after she ensures they are healthy.

###

 **MS. KIRSTIN BERBEN**

Laboratories Manager Biology Department

Specialties:  
• Coastal Ecology  
• Field Research Techniques

Contact:  
804-289-1704  
[kberben@richmond.edu](mailto:kberben@richmond.edu)

### MEDIA COVERAGE

[Fox News: Tornado in Virginia cracks open tree filled with 70,000 bees: 'It was a catastrophic situation'](#)

[The Miami Herald: 70,000 very upset bees exposed after a tornado ripped down a rotting tree in Virginia](#)

*This story was distributed by McClatchy news wire and appeared in more than 20 additional outlets, including The Charlotte Observer and The Fresno Bee.*

[The Epoch Times: Virginia Tornado Cracks Open Tree, Releases 70,000 Bees](#)

[iHeartRadio: 70,000 Bees Released After Tornado Topples Tree in Virginia](#)  
*This radio story was picked up by 30 additional outlets.*

[NBC 12: University of Richmond employees rescue 70K bees after tornado downs tree](#)

[8 News: Thousands of bees rescued at University of Richmond after tree falls in storm](#)



# Owned + Earned

## Newsroom

**University of Richmond Announces New Provost**

**JOAN SAAB, AN EXPERIENCED ADMINISTRATOR AND DISTINGUISHED ART HISTORY AND VISUAL CULTURE SCHOLAR, WILL JOIN UR COMMUNITY IN JULY**

MARCH 23, 2023

UNIVERSITY OF RICHMOND — Joan Saab, who currently serves as Susan B. Anthony Professor of Art History and executive vice provost of academic affairs at the University of Rochester, will become executive vice president for academic affairs and provost of the University of Richmond, effective July 1.

Saab is an experienced administrator and distinguished art history and visual culture scholar with more than 20 years of academic and leadership appointments at Rochester, where she is also currently serving as interim dean of the faculty of Arts, Sciences, & Engineering.

"Dr. Saab's passions and expertise as a scholar and administrator align with our own institutional priorities," said University of Richmond President Kevin F. Hallock. "At her core, she believes in advancing educational opportunities for students of all backgrounds, which echoes our commitments to academic excellence, access and affordability, and belonging."

"The provost plays an essential role in ensuring continued academic excellence and innovation, and we are very pleased to welcome Dr. Saab to the University community in this role," said R. Lewis Boggs, Board of Trustees rector. "We look forward to her leadership as we continue to pursue ambitious aspirations for our institution and the students we serve."

In her time at Rochester, Saab has also served as director of the graduate program in Visual and Cultural Studies and chair of the Department of Art and Art History. Her areas of teaching and research include 19th- and 20th-century American visual cultural studies, American cultural history, public culture and community studies, and sensory history.

### EDUCATION

## University of Richmond announces new provost

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Published 3 months ago on March 24, 2023  
By Trevor Dickerson



Photo: University of Richmond

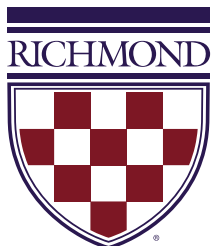
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# We don't write releases about ...

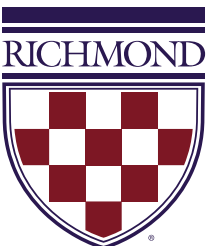
- Department or area-level events
- Speakers on campus (with exceptions, i.e. famous people)
- Books/journal articles



APRIL 10, 2023

## University of Richmond Police Department Achieves Reaccreditation for Campus Public Safety Management

The University of Richmond Police Department has earned reaccreditation by the International Association of Campus Law Enforcement Administrators for demonstrating a commitment to the highest professional practices in campus public safety management, administration, operations, and support services.





# Beyond Media

- Social media channels and homepage
- Parents + prospective students and families
- School communicators, Advancement, and Admissions
- Relationships



University of Richmond ✓

September 12, 2022 · 🌐

U.S. News & World Report ranked #URichmond #18 overall — our highest U.S. News ranking ever — among the nation's liberal arts colleges in the newly released 2022–23 Best Colleges guide.

#SpiderPride ❤️💙🕷️

Learn more below:



NEWS.RICHMOND.EDU

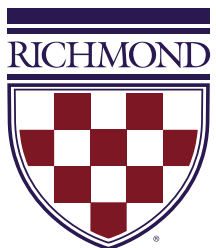
**University of Richmond Moves Into Top 20 in Latest U.S. News Rankings**

U.S. News & World Report has ranked the University of Richmond #18 overall among national liberal...

👍❤️ 1.3K

33 comments 102 shares

🔗 Share





# Value Adds

- Tracking pickups can determine trends
- Drive traffic to other areas of the web
- Sidebars can expand on details



🐦  
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✉️  
🌐

## University of Richmond Student Selected to Participate in Prestigious Fulbright Summer Institute in the UK

SOPHOMORE CHLOE GOODE IS FIRST IN UR'S HISTORY TO RECEIVE AWARD

MAY 23, 2023

UNIVERSITY OF RICHMOND — Chloe Goode, a University of Richmond sophomore from Richmond, Virginia, has received a competitive opportunity to study at Queen's University Belfast through a Fulbright Summer Institute in the United Kingdom. Goode is one of 36 students to participate, and she is the first Richmond student to receive this award.

The program, which targets U.S. undergraduates who have little to no international travel experience and are unlikely to travel outside the U.S. without financial support, is one of the most prestigious and selective summer scholarship programs in the world. The Fulbright US-UK Summer Institutes promote leadership, learning, and empathy among nations through educational exchange.

Summer Institute participants are selected through a rigorous application and interview process that considers academic merit, leadership potential, and cultural curiosity. Many are low-income and/or first-generation college students from a diverse range of backgrounds.

"I will be the first person in my immediate family to travel to the UK, and I could not be more grateful," Goode said. "I would not have the means to travel internationally without the assistance of a program like Fulbright."

Goode will spend three weeks studying the historical, cultural, political, environmental, and socio-economic factors of Northern Ireland. Participants also engage with local communities and visit political, historical, and cultural sites.

"I will have the opportunity to work with academic experts and a bright cohort of peers from various backgrounds while embarking on once-in-a-lifetime experiential learning opportunities," Goode said. "This will be extremely enriching culturally, academically, and on a personal level. I am confident that this work will enable me to increase my global consciousness and connect with a network of dynamic individuals."

###

OFFICE OF SCHOLARS AND FELLOWSHIPS

### PROGRAM SUPPORT DETAILS

Fulbright Summer Institutes cover participants' major costs and provide them with a distinctive support and cultural education program, including comprehensive pre-departure guidance, enrichment opportunities in country, and an opportunity to be part of the Fulbright alumni network.

# Next Steps

- Wire services
- Round up
- Hometown releases
- Headlines



AUGUST 31, 2022

## Century-Old Dead Mice May Hold Key to History of Lyme Disease

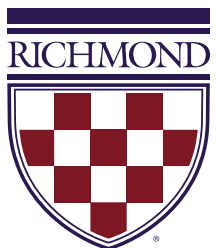
Biology professor Jory Brinkerhoff led a team studying hundreds of old dead mice to research the history of Lyme disease in Virginia and North Carolina.



# Key Takeaways

- Audit your releases/strategy
- Make sure your images are top notch
- Can AI help?
- Say “no”

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An aerial photograph of a university campus. The central focus is a tall, ornate brick tower with Gothic-style architectural details, including pointed arches and decorative stonework. The tower is surrounded by lush green trees and manicured lawns. In the foreground, several paved walkways lead through the campus, with a few people walking. The sky is clear and blue. The overall scene is bright and vibrant, suggesting a pleasant day on campus.

Thank You & Questions

