



PUBLICITY & MEDIA RELATIONS
2008 CAMPAIGN HIGHLIGHTS

Developed and Implemented
By Sweeney

Top Line Results

Sweeney strategized and initiated the Kent State University national publicity and media relations campaign on April 1, 2008. During the eight month campaign, **20 media interviews** were scheduled with President Lester A. Lefton, resulting in **256 media placements** and more than **251 million media impressions**.

Deliverables

How we achieved success:

- Developed a media audit questionnaire, supervised the research and assessed the survey results.
- Developed multiple national media lists for various beats (higher education, lifestyles, science, etc.).
- Monitored the national media daily to identify media coverage opportunities.
- Developed, finalized and distributed more than 25 pitches to national and major market media; pitches included:
 - single gender education... recession and higher education... gender differences... IRS rebate checks... college graduates returning home... relationship break-ups... schools out; what to do with the kids... Web 2.0 and how it is affecting communication skills... liberal education... high school/college transition... student engagement in campus activities... emphasizing the student in the student athlete equation... college credit card debt... non-traditional students returning to college... overcoming fears as a college freshman... taking action against college suicide... Kent State's performance bonus for professors... mid-semester slump phenomenon... how economic anxiety affects families... cracking the college admissions code... post-election red, white and blues
- Conducted ongoing media follow up for all distributed pitches.
- Responded to *ProfNet* and *Help a Reporter Out* requests for industry experts.
- Coordinated interview opportunities with the reporters, editors and producers of 19 major media outlets, including:

The Washington Post
Chicago Tribune
NPR (Cleveland)
Fox Cleveland (WJW TV- 8)
Wall Street Journal Radio
Clear Channel (WTAM)
ABC Cleveland (WEWS TV-5)
Boston Globe

Associated Press
NBC Cleveland (WKYC TV-3)
Women's Health
Real Simple
San Diego Union Tribune
New Jersey Star-Ledger
FOXBusiness.com

Results

The agency's eight-month effort resulted in significant media coverage in major market newspapers, national business and consumer magazines, on TV, radio and in leading Internet blogs.

More than **255 stories** generating **more than 251 million media impressions** about Kent State University and President Lester A. Lefton have appeared in print, online and broadcast media, including:

The Boston Globe, Miami Herald, The Washington Post, The New York Times, USA Today, Chicago Tribune, Associated Press, Forbes.com, CNN.com, CNBC.com, ABC, FOX, Wall Street Journal Radio, National Public Radio, Real Simple and Women's Health.

Best Hit



KSU President Lester Lefton talks with students following a press conference at Kent State University in Kent, Ohio. Kent State University hopes to retain more students and attract more research dollars by offering financial bonuses to professors who help raise more money for the school, an incentive usually given to college presidents and top administrators. (AP Photo/Kent State University, Bob Christy,File)



September 10, 2008

Kent State faculty get bonuses for meeting goals

**By Thomas J. Sheeran,
Associated Press Writer**

CLEVELAND — Kent State University is offering financial bonuses to professors if they help student retention numbers and attract more research dollars, an incentive usually given to school presidents and top administrators.