



Earned and Owned Media Report

February 2025

Earned Media

Print/Digital

Date	Publisher	Subject
2-3	WillmarRadio.com	Free Concordia Band Concert
2-3	The Forum	Concordia students offer free tax help for qualifying residents -
2-3	The Forum	Local homebuilders brace for potential impact of tariffs on lumber and steel -
2-5	Winona Post	Story of alum helping a student: Choir teacher & alum pays it forward News winonapost.com
2-6	Multiple outlets	Example of many outlets reporting on signing day: Preps Plus: Local talent confirms future on National Signing Day 2025 –
2-7	Multiple outlets	Alum named to ND Board of Higher Ed Governor names 2 to State Board of Higher Education News From The States
2-8	Star Tribune	College bookstores are changing dramatically in digital era Our Achieve program highlighted
2-8	City of Fargo	Concordia Science Academy hosts public library event
2-10	The Forum	College Insider: Cobbers senior guard Carlee Sieben doubles down on career milestones
2-10	Star Tribune	Village health coordinator interviewed CLV – How old is old enough for camp
2-11	The Forum	Dr. Chan's letter to editor about Lorentzsen Center event Letter: Addressing racial health inequities -
2-11	Worthington Globe	Worthington grad creates original music for Concordia band tour -



2-11	The Forum	Students talk about dangers of AI-driven social media
2-14	The Forum	Longtime Concordia President Paul Dovre pens 'a Cobber memoir'
2-17	The Forum	Concordia hosts 'Insports Day' for kids with schools closed for holiday
2-19	Fargo, Inc	10 Questions with John Machacek: STUDIO FSR Fargo INC!
2-20	FM Extra	The Fm Extra Moorhead Volunteers Offer Free Tax Help
2-20	The Forum	Networking group aims to empower Fargo-Moorhead's growing Latino workforce
2-21	The Forum	Influence of educator and arts advocate Barbara Glasrud lasted more than 70 years -
2-24	Associated Press - Many outlets	Clint Hill, Secret Service agent who leaped onto JFK's car after the president was shot, dies at 93 - Chicago Sun-Times
2-17	FM Extra	The Fm Extra Deputy Chief Wraps Up Second Longest MPD Career credits Concordia's Spanish immersion program for helping his career
2-17	The Forum	Local health officials urge vaccinations after Texas child dies from measles -
2-25	Aitkin, MN	Reporting local students on our Dean's List
2026	The Forum	College Insider: Cobbers swimmer Callie Metsala goes on record-breaking binge at MIAC championships

Television

Date	Network	Subject
2-2 & 2-3	WDAY (Evening and morning show)	Students offering tax assistance https://concordia-college.muckrack.com/broadcast/savedclips/view/SFubaebzmf https://concordia-college.muckrack.com/broadcast/savedclips/view/qe3F3VVixt
2-3	WDAY	Story about effects of tariffs – Riaz Aziz Local homebuilders brace for potential impact of tariffs on lumber and steel -



2-5	KUSA – Denver	National Signing Day, incoming student interviewed
2-8	WDAY	Video clip: Social media and artificial intelligence's impact on youth. Two Concordia students interviewed.
2-13	KVRR	"The Three Bears" take the stage at Concordia College - – Special opera created for kids and local kids invited. Video clip: Concordia College KVRR-TV (Fargo, ND) - KVRR Local News at 9
2-14	WDAY	Longtime Concordia President Paul Dovre pens 'a Cobber memoir'
2-17	Rochester KTCCc	Renowned college choir coming to Rochester
2-17	WDAY	Concordia hosts 'Insports Day' for kids with schools closed for holiday – Program run by alums
2-19	Fargo, Inc	10 Questions with John Machacek: STUDIO FSR Fargo INC!
2-20	FM Extra	The Fm Extra Moorhead Volunteers Offer Free Tax Help Ron Twedt talking about Concordia's tax assistance program
2-20	WDAY	Networking group aims to empower Fargo-Moorhead's growing Latino workforce – Concordia students and former professor
2-27	WDAY	Local health officials urge vaccinations after Texas child dies from measles

Radio

Date	Station	Subject
2-11	The Flag	Ex. of a few player of the week type stories Concordia's Anderson named MIAC WBB Offensive Player of the Week
2-24	Many outlets	Talking about Clint Hill's death