



## Earned and Owned Media Report

January 2025

Notable mentions: Sahan Journal promoting Hmong, Somali, Karen licensure

### Earned Media

	Date	Publisher	Subject
1	1-2	Mpls St. Paul magazine	<a href="#">Minnesota's Best and Brightest Colleges - Mpls.St.Paul Magazine</a> The Concordia Promise laid out
2	1-2	Multiple outlets	An alum was named acting president of Bismarck State College
3	1-3	The Forum	<a href="#">Students test their skills at Concordia's Knowledge Bowl</a>
4	1-6	Sahan Journal	<a href="#">New Minnesota program offers teaching licenses in Hmong, Somali, Karen</a>
5	1-9	Bemidji Pioneer	<a href="#">Concordia Language Villages announces family and adult language camps - The Bemidji Pioneer</a>
6	1-11	The Forum	<a href="#">Photos from HOPE, Inc.'s annual Winter Adaptive Track Meet -</a>
7	1-11	The Forum	<a href="#">Art professor has show at The Rourke</a>
8	1-14	The Forum	<a href="#">College Insider: Concordia's Makayla Anderson joins exclusive Cobbers statistical club</a>
9	1-17	The Forum	Dr. Samantha Archer, communication studies, interviewed: <a href="#">Meta and Mark Zuckerberg end fact-checking: Local experts warn of a rise in misinformation</a>
10	1-20	The Forum	<a href="#">Concordia College honors Martin Luther King Jr. with day of learning and reflection</a>



11	1-22	Perham and Ottertail	<a href="#">Perham High School students attend Concordia College art show reception -</a>
12	1-24	The Forum	<a href="#">Concordia students host pageant to aid YWCA emergency shelter -</a>
13	1-26	The Forum	<a href="#">Fargo-Moorhead colleges join forces for cross-campus course exchange -</a>
14	1-29	The Forum	<a href="#">Concordia College offering free tax assistance -</a>
15	1-30	Brainerd Dispatch	<a href="#">Area students performing at The Concordia Band's Little Falls concert - Brainerd Dispatch</a>
16	1-30	The Forum	<a href="#">Vocal Jazz Festival announced</a>

#### Television

	Date	Network	Subject
1	1-3	WDAY	Knowledge Bowl
2	1-4	WDAY	<a href="#">Young Solo Artists competition on campus</a>
3	1-10	KX News	<a href="#">ND Department of Financial Institutions Commissioner appointed to federal council</a>
4	1-12	KVRR	<a href="#">Hope, Inc. Hosts Adaptive Track Meet at Concordia - KVRR Local News</a>
5	1-16	WDAY	Dr. Samantha Archer, communication studies, interviewed: <a href="#">Meta and Mark Zuckerberg end fact-checking: Local experts warn of a rise in misinformation</a>  <a href="#">Concordia College   WDAY-TV (Fargo, ND) - WDAY News Encore</a>
6	1-20	WDAY	Morning shows inviting the public to MLK Day events
7	1-20	KFYR KUMT Bismarck and Minot	Airing Valley News Live's version of our MLK Day events



8	1-20	WDAY	<a href="#">Concordia College honors Martin Luther King Jr. with day of learning and reflection</a>
9	1-20	Valley News Live	<a href="#">Concordia College hosts all-day MLK day event</a>
10	1-24	WDAY	<a href="#">Concordia students host pageant to aid YWCA emergency shelter -</a>
11	1-26	WDAY	<a href="#"> Fargo-Moorhead colleges join forces for cross-campus course exchange</a>
12	1-29	Valley News Live	<a href="#">Concordia College offering free tax assistance through VITA program</a>
13	1-30	Valley News Live	<a href="#">Wyatt Steinke promotes Concordia's Vocal Jazz Festival on North Dakota talk show</a>

#### Radio

Date	Station	Subject
1-9	Prairie Public	<a href="#">Dean of Italian Language Village on talking about his new book</a>