



## Earned and Owned Media Report

May 2023

### Earned Media

#### Print/Digital

Date	Publisher	Subject
5-1	Fargo INC	Professor Shontarius Aikens named as Program Chair for the Midwest Academy of Management.
5-4	FM Extra	A reflection on Pres. William Craft's tenure
5-8	The Forum	Mention of Concordia's esports program in story on growth in HS
5-8	The Forum	"Words of Wisdom" commencement address photo
5-9	The Forum	Photo series of renovated baseball field/stands
5-9	Wall Street Journal	Mention of Concordia's theatre program from grad co-starring in HBO series.
5-16	The Forum	Feature on baseball player Andy Gravdahl winning MIAC honors
5-17	Jamaica Observer	Feature on student commencement speaker, Ramona Lyttle, who grew up in Jamaica
5-18	Minneapolis/St. Paul Business Journal	Feature on Cobber grad Tammy Laurent named as a Women in Business honoree
5-18	Minneapolis/St. Paul Business Journal	Feature on grad Suzette Huovinen as one of the publication's Women in Business honorees
5-18	The Forum	Anthony Renz tapped as new baseball coach named
5-18	The Forum	Grad/former student athlete Tom Sederquist takes 4 <sup>th</sup> at the marathon after an intense medical setback
5-22	The Forum	Student Zimy Le featured for professional skills she can take from her woodcarving hobby
May	Multiple outlets	Multiple students featured for making commitments to play a sport at Concordia
May	Multiple outlets	High School students featured for earning scholarships to Concordia



#### Television

Date	Network	Subject
5-4	KVRR	Concordia Language Villages previews upcoming camps
5-17	Valley News Live	Story on local college graduation rates
5-17	Valley News Live	Promoting a mental health rally in partnership with CCRI
5-17	KVRR	CCRI hosted a mental health rally on campus
5-17	Valley News Live	CCRI hosted a mental health rally on campus

#### Radio

Date	Station	Subject
5-17	WDAY Radio	Students and staff talk about efforts to improve diversity on campus