



Earned and Owned Media Report

November 2024

31 media impressions –

4 times we were mentioned in the Star Tribune story – two of those about our enrollment successes. Other stories highlighted faculty excellence, new programs, and a supportive international community

Earned Media

Print/Digital

Date	Publisher	Subject
11-1	The Forum	Dr. Chain's letter to the editor: The economics of immigration -
11-4	Frazee-Vergas Forum	Concordia launches Master of Social Work to help meet critical demand
11-4	The Forum	Concordia to host panel discussion on supply chain challenges -
11-7	The Forum	Cobbers QB Cooper Mattern honors memory of grandpa Buzz Marvin, helping fight cancer
11-8	Star Tribune	Included in a story about being up in enrollment along with other MN colleges
11-8	Star Tribune	Dr. Nick Howard on Clay County's elections
11-8	The Forum	The Rourke restored a monumental mural by the influential Concordia College art teacher Cyrus Running -
11-9	The Forum	Labor consultant: Foreign workers crucial to future success of North Dakota and the nation -
11-13	The Forum	College Insider: Cobbers set to team with Vikings to try women's flag football in spring -
11-14	The Forum	Explaining the "Energy Czar" role once rumored for Doug Burgum



11-14	The Forum	'Oh, what a beautiful weekend.' Concordia kicks up the classic musical, 'Oklahoma!'
11-18	Star Tribune	Johnson: Concordia U a smart leader on boosting college attendance – Concordia mentioned in article about others' tuition resets
11-19	The Forum	Metro changemakers spread joyful message to students in Concordia's Social Activism program -
11-21	The Star Tribune	Minnesota State Grant program faces \$211 million budget shortfall
11-26	The Forum	Dr. Darren Valenta interviewed about stand-up comedy and mental health Amber Preston's tip for diffusing stressful situations? Make 'em laugh -

Television

Date	Network	Subject
11-4	WDAY	Promoting the Concordia Orchestra home concert
11-7	Valley News	CLV program director discusses STARTALK program
11-7	WDAY	Nick Howard discusses tie races in MN legislature
11-7	Valley News Live	Riaz Aziz discusses economy/inflation after election
11-12	Valley News Live	North Dakota Today - Concordia Science Academy
11-13	WDAY	Local senior citizens get a special preview of Oklahoma!
11-14	WDAY	Dr. Howard talks significance of "energy czar"
11-19	KVRR	Morning show International Potluck
11-20	Valley News Live	Morning show International Potluck
11-21	KVRR	International Potluck event coverage



11-21	WDAY	International Potluck event coverage
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Radio

Date	Station	Subject
11-1	The Flag	Concordia College announces a master of social work program The Flag - AM 1100 and FM 92.3 WZFG
12-2	Prairie Public	Lorentzsen Center event pre-interview