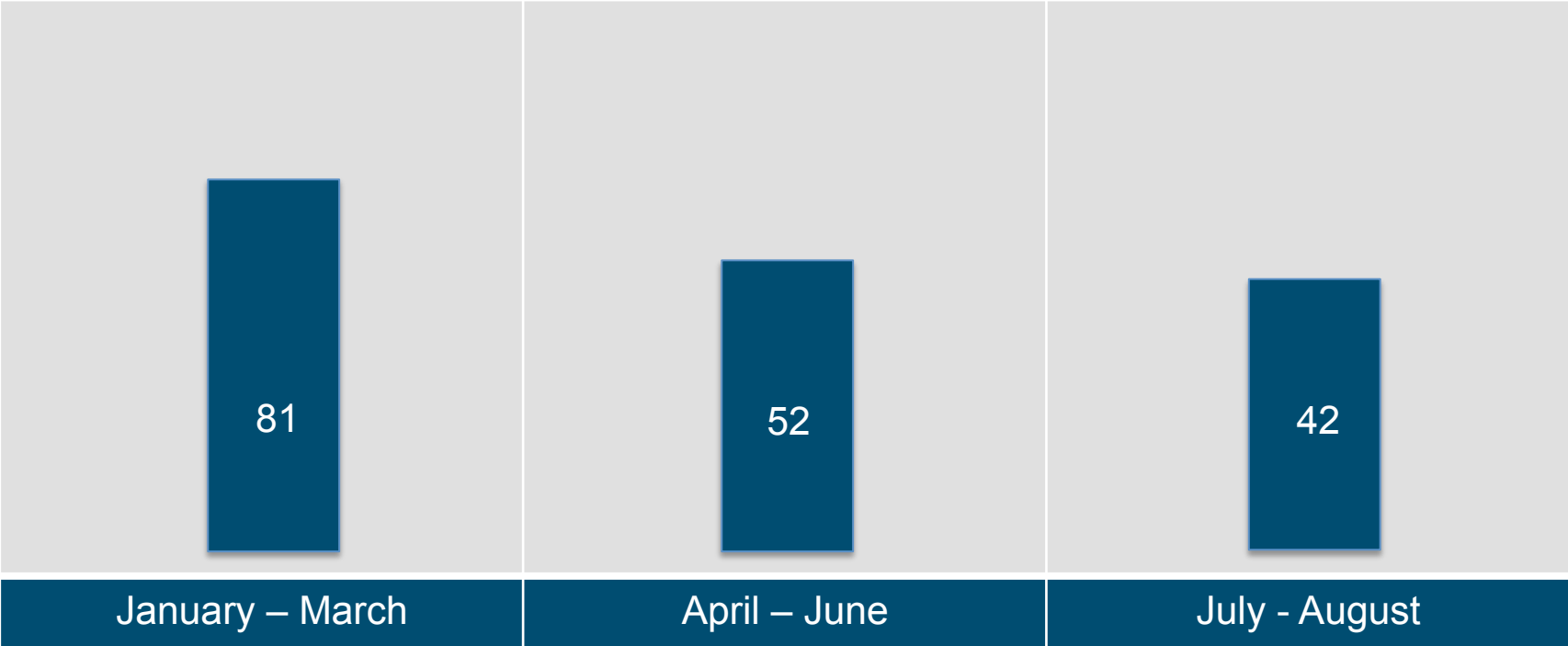


Summary

- Media Mentions
- Speakers Bureau
- Social Media Reach
- Advertising Reach
- Marketing Projects Requested
- On the Horizon

Media Mentions



Key Media Stories

January - March	Larry Klugman Memorial Early retirement and reduction in force Budget concerns Delay of SSC Election for Board of Trustees
April - June	Reduction in force Childcare Center Nate Eskew profile Graduation – Dual Credit students, US Marine surprise appearance DPS/Preschool partnership
July - August	Bistro profile Sister Cities Construction – SSC Decatur Celebration Macon County Law Enforcement Training Center Serena Black profile

Communication Performance Survey

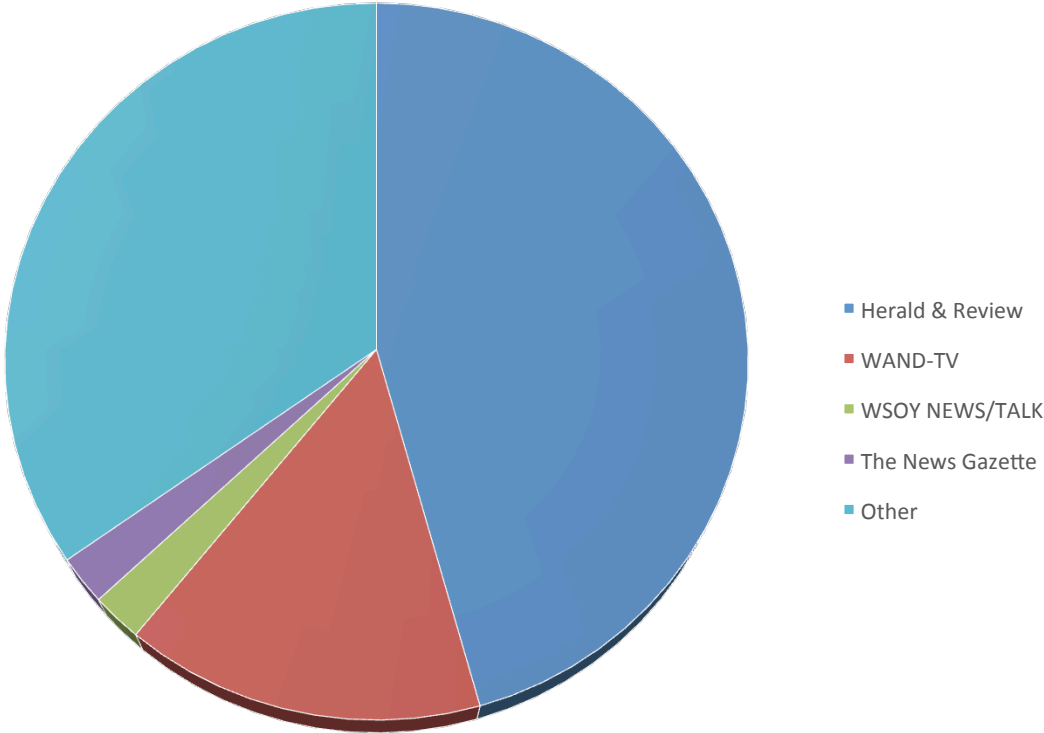
	MENTIONS	POTENTIAL REACH	AD VALUE EQUIVALENCY
January - March	81	1,609,940	\$3,000
April - June	42	882,855	\$2,100
July - August	42	1,017,434	\$2,800

Mentions – number of articles within the given date range.

Potential Reach – Measure of potential audience.

Ad Value – An estimation of publicity value calculated by multiplying reach by an industry standard formula.

Exposure by Media Type




Speakers Bureau

	NUMBER OF REQUESTS	AUDIENCE
January - March	16	Kiwanis Maroa Library Our Lady of Lourdes
April - June	9	Farm Bureau Eagle Ridge Assisted Living Barclay Library Maroa Lions Club
July - August	5	Long Creek Sr. Citizens Retired Railroad Workers Retired Postal Workers

Social Media Reach

	NOTABLE POSTS	NUMBER OF POSTS	REACH/ENGAGEMENT
January - March	Larry Klugman's Memorial The best teacher I ever had... What's in your pocket? (student social media takeover)	185	81,242
April - June	Surprise at Graduation Doniquea Luter's Student Spotlight Mason and Levi, Dual Credit Student Spotlight	248	142,380
July - August	Megan Bresnan Spotlight Charles Davis Spotlight Serena Black Spotlight	39	67,672

Notable Social Media

 **Richland Community College**
Published by Tracy Withrow [?] · May 19 · 🌐

Tonight's graduation was full of surprises. What an amazing moment for everyone when Jenea Petty was unexpectedly greeted on stage by her brother, Preston Hughes, a United States' Marine, as she walked across the stage to receive her diploma. Jenae, who had not seen her brother in five years, had no idea he was coming. #RichlandGrad2017 #notadryeye



63,101 people reached

Boost Post

25K Views

Like Comment Share

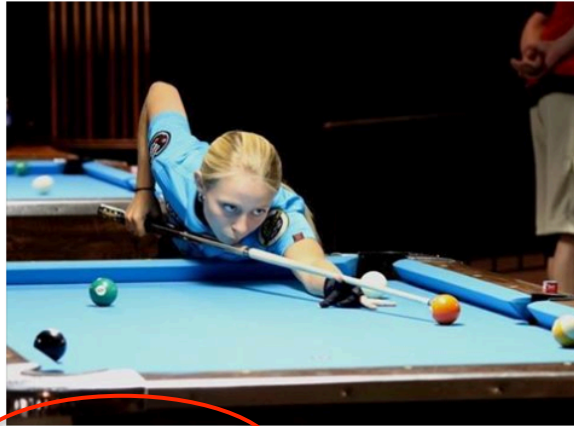
Andrea Day Cullison, Tayler Rae and 860 others

Chronological

268 shares

 **Richland Community College**
Published by Jennifer Aistrup Doyle [?] · August 1 at 12:44pm · 🌐

Serena Black, international athlete and Richland scholarship recipient, is this week's Student Spotlight! Learn more about how Serena strives to be her best both in and out of the classroom - <http://www.richland.edu/spotlight/serena> #IChooseRichland



9,904 people reached

Boost Post

Like Comment Share

Sylvia Kralik, Jessica Layman Farris and 54 others

Chronological

16 shares

- Student Spotlight Videos
- Six videos released to date
- Total Reach: Nearly 24,000 - Facebook, Instagram and Twitter

Advertising Highlights

MONTH	CAMPAIGN	MEDIA
January - March	Registration Push Career Week Scholarship Dinner Campus Visit Nights	WSOY, HOT-FM, 95Q, Y103, ESPN, The Party, Thrive Entertainment Guide, The Torch, WHOW, WDKR/WXFM, The Avon Theater
April - June	Super Saturday Registration Registration I Choose Highway Construction	WSOY, HOT-FM, 95Q, Y103, ESPN, The Party, Entertainment Guide, The Torch, WHOW, WDKR/WXFM, The Avon Theater
July - August	Registration Billiards Exhibition	WSOY, HOT-FM, 95Q, Y103, ESPN, The Party, Thrive Entertainment Guide, The Torch, WHOW, WDKR/WXFM, Electronic Billboards

Marketing Project Requests

	NUMBER OF PROJECTS	SIGNIFICANT PROJECTS
January – March	96	Larry Klugman Memorial Saturday Registration Late Start Welcome Week Career Week
April – June	47	Plant Sale Grad/Transfer Fair CPED SU17 Schedule Chamber Business Expo Registration Graduation
July - August	35	Student Handbook/Planner

On the Horizon – Telling Our Story

- Spotlights...Spotlights...Spotlights
- New College Website
- Continued Social Media Outreach
- Text Messaging as Communication
- Highlight New Spaces
- New College Commercial/Video
- Positive Messages to Media

5 REASONS TO CHOOSE RICHLAND

1 Richland offers
**EDUCATIONAL
SUCCESS**

2 Richland offers
**FUTURE-READY
OPTIONS**

3 Richland offers
**STUDENT
ENGAGEMENT**

4 Richland offers
SUPPORT

5 Richland offers
AFFORDABILITY

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