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2024

# ***Growing Texas A&M's National Reputation***

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TEXAS A&M UNIVERSITY  
Division of Marketing &  
Communications

# ***The Goal***

**“Make Texas  
A&M part of  
the national  
conversation.”**

**MARK A. WELSH III**  
**President**

**State of the University Address**  
**December 1, 2023**



A great *national*  
institution requires a  
great national  
reputation.





## WHAT is MarComm?

### ***Enterprise-level, strategic storytelling***

- Flagship campus (College Station)
- Branch campuses (Galveston, Qatar)
- Health locations across Texas
- Higher Education Center (McAllen)
- Law School (Ft. Worth)
- Bush School teaching site (Washington, D.C.)
- Work with System Communications; local, state and federal governments; corporate partners; fundraising units; media

## WHO is MarComm?

***Artists:*** graphic designers, photographers, videographers & writers

***Scientists:*** data analysts, web developers & coders

***Led by R. Ethan Braden, Vice President and Chief Marketing and Communications Officer***

A large, spreading oak tree with a white text box overlaid. The tree has a thick, gnarled trunk and many thick, horizontal branches that spread out in all directions. The leaves are green and dense. The background shows a grassy area and some buildings in the distance. The text box is white with a dark red border and contains the text "STORYTELLING: VEHICLE TO EARNED MEDIA" in a bold, dark red, serif font.

***STORYTELLING: VEHICLE TO EARNED MEDIA***



# EARNED MEDIA

*Publicity or exposure gained from methods other than paid advertising.*

## **Formats:**

- **Print and online articles**
- **TV news/video**
- **Radio broadcasts/podcasts**
- **Social media posts**

# EXAMPLES



**npr** **KAMU** NEWSLETTERS SIGN IN NPR SHOP

NEWS CULTURE MUSIC PODCASTS & SHOWS SEARCH

NATIONAL

## 2024 wildfires hits cattle country especially hard — in places like eastern Oregon

SEPTEMBER 5, 2024 · 4:41 AM ET

HEARD ON MORNING EDITION

Kirk Siegler

3-Minute Listen

The Washington Post  
Democracy Dies in Darkness

## Weight-loss drugs change shopping habits

GLP-1 drugs such as Ozempic and Wegovy are booming among consumers. That means Americans are downsizing in fitting rooms and grocery aisles.

11 min 715

A photograph of a woman with long blonde hair sitting on a couch, petting a black dog. There is a small table with an orange on it.

US News EDUCATION Colleges Grad Schools Online Colleges Global Universities K-12 Rankings Scholarships and more

## How to Apply and Adjust to College as a Homeschooled Student

Many families have chosen to homeschool their children in place of public or private schools.

By Sarah Wood | July 30, 2024, at 10:56 a.m.

Save

A photograph of two young women looking at a laptop screen together.

THE WALL STREET JOURNAL

Latest World Business U.S. Politics Economy Tech Markets & Finance Opinion Arts Lifestyle Real Estate Personal Finance Health Style Sports

## Are Superstar Employees Worth It?

LIFESTYLE WORKPLACE

The answer is yes—but only if leaders understand how their value changes over time

An illustration showing the silhouettes of three people looking up at a large paper airplane flying over a landscape with mountains under a sunset sky.

GMA Video Shop Culture Family Wellness Food Living Style Newsletter

Jackson Roberts via Storyful

NEWS — July 25, 2024

## New report shows spike in baby sharks along Gulf

Professor Philip Matich and a team of marine ecologists at Texas A&M said the world is seeing a baby shark boom, particularly among bull sharks, in states like Texas and Alabama.

2:47

A video player showing a shark swimming in the water. The video is titled 'New report shows spike in baby sharks along Gulf'.

# Storytelling Options



## The Conversation

YOU write about your work.



## Associated Press Campus Insights

WE record you doing a video explainer.



## Texas A&M Today/press release

WE write about your work.



# THE CONVERSATION



*Publishes trustworthy and informative articles written by academic experts for the general public.*

## **TOPICS**

Arts + Culture

Economy

Education

Environment + Energy

Ethics + Religion

Health

Politics + Society

Science + Tech

Podcasts

## **HOW IT WORKS**

1. Answer a callout or pitch an idea

2. Draft the piece

3. Work with editors

4. Publication

44.6 million readers/month

20.5 million reads for A&M since 2011

[theconversation.com/us](https://theconversation.com/us)

[tamunews@tamu.edu](mailto:tamunews@tamu.edu)

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# Associated Press (AP) Campus Insights



- Global, non-profit news agency founded in 1846, headquartered in NYC
- Campus Insights provides free access to video content from universities to newsrooms across the nation and around the world
- Academic experts explain important and complex topics to the public
- Explainers of newsworthy topics; research results; research-based analysis of issues; innovative products or projects
- Expands evidence-based journalism that increases public understanding

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# AP Campus Insights



## *How It Works*

- **WE WILL:** contact college/school comms and faculty/researcher with an idea
- **WE WILL:** make the topics and suggested angles clear
- **WE WILL:** send visual media experts to film you
- **WE WILL:** provide on-camera tips/training, if needed
- **YOU CAN:** pitch us your ideas – [tamunews@tamu.edu](mailto:tamunews@tamu.edu)

# University Storytelling



TEXAS A&M  
**TODAY**

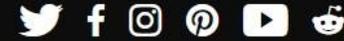
SCIENCE &  
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BUSINESS &  
GOVERNMENT

ARTS &  
HUMANITIES

CAMPUS  
LIFE

HEALTH &  
ENVIRONMENT



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## Texas A&M Only University In Texas Among Newsweek's 'America's Greatest Workplaces'

A&M, which employs more than 26,000 people, is one of just 14 universities nationwide to make the list, a survey of over 250,000 workers.

- Enterprise-level storytelling
- University writers and video producers
- Weekly email blast to nearly 100K subscribers
- Stories used on university social media
- Additional distribution via press release, EurekAlert, Futurity

## Topics

Science + Tech

2.4 million page views (2023)

Business + Government

2.3 million page views (2024 to date)

Arts + Humanities

Campus Life

Health + Environment

[today.tamu.edu](https://today.tamu.edu)

# Benefits to Faculty



## Increased Impact

Your GREAT work may go unnoticed without impactful storytelling.



## Promotion & Tenure

A&M places value on faculty engagement around important national issues.

Altmetric score, citations, grant funding + + +



## Meeting a Need

Faculty/researchers are critical in building A&M's national prominence. "A rising tide lifts all boats."



# Potential Pain Points + Remedies



## Not Enough Time

"I don't have time."

=

"Not a priority for me."



4,173

Faculty Members (Fall 2023)

## New to Media Engagement

Texas A&M employs media specialists to support and guide you.

- Tips and training
- Comms presence during interviews, if needed



## Use of Jargon

It is difficult to explain complex topics in ways the public can understand. Might end up with "word soup."

**Collaborate** with and **trust** professional storytellers.





***THANK YOU***

Texas A&M University  
Division of Marketing & Communications