



PUBLIC RELATIONS

Murray State University Athletics earns Ohio Valley Conference Commissioner's Cup



The Murray State Racers, 15 teams strong, brought Murray State University Athletics the Ohio Valley Conference Commissioner's Cup for the first time since 2008-09. The cup is awarded to the athletics program with the strongest finishes across regular season and conference tournament

play. The Racers produced a combined seven OVC championships and set an OVC Cup record with 128 points.

The recognition drew significant media interest, including stories in the Paducah Sun, West Kentucky Star, Murray Ledger & Times and Murray State News.

Sodexo brings favorite dining brands to Murray State

Sodexo, Murray State University's food services provider, announced new dining brands coming to campus, including Starbucks and Einstein Bros. Bagels. The two restaurants will join the existing Murray State dining roster along with Chick-fil-A and Steak n' Shake.

expand the variety of dining options available to students while building upon existing options such as offerings at Winslow Dining Hall.

This story was picked up by various media organizations, including the Paris Post-Intelligencer, WENK/WTPR, Lane Report, the Murray Ledger & Times and the Murray State News.

The new brands are part of Sodexo's ongoing mission to



Graduating seniors share personal journeys as part of commencement coverage



Graduating Racers and their families packed the CFSB Center May 11 for the 2019 commencement ceremony. Many students spoke to media about their journey through higher education and the work that culminated in the special day.

The Hitimu commencement ceremony that celebrates multicultural graduates through the Office of Multicultural Initiatives, Student Leadership and Inclusive Excellence drew broadcast coverage the evening of the ceremony from WPSD TV.

Jared Hill, graduating with a Clinical Mental Health Counseling Educational Specialist degree this summer, drew media attention in particular by telling his story of recovering from addiction while earning his degree at Murray State. After seven years in recovery, Hill earned his degree while securing a full-time therapist position with Emerald Therapy.

Each of the University's six colleges and schools were included as part of the Racer Graduation coverage.

Several media organizations helped tell Hill's inspiring story, including the Murray Ledger & Times, Paducah Sun and WENK/WTPR.



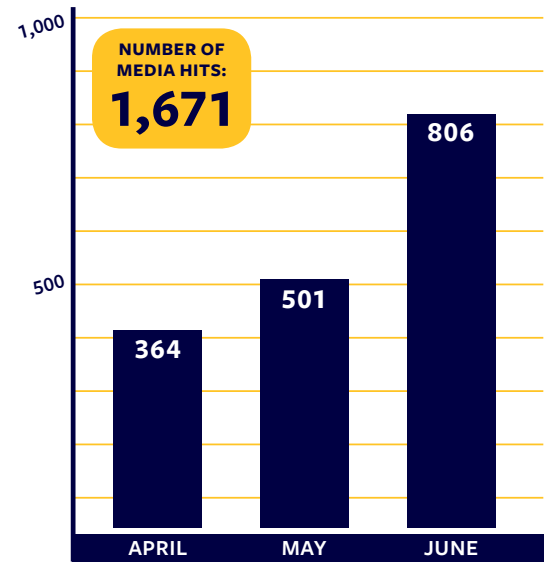
Jared Hill

MURRAY STATE IN THE MEDIA

- ★ Office of Multicultural Initiatives, Student Leadership and Inclusive Excellence rededicates Dr. Marvin D. Mills, Sr. Multicultural Center
- ★ Murray State wins national information technology conference
- ★ Murray State history professor featured on Netflix's 'Roman Empire'
- ★ School of Nursing and Health Professions Dean Dr. Marcia Hobbs retires after 23 years of service

- ★ Murray State biology professor earns prestigious National Institutes of Health grant
- ★ Hutson School of Agriculture hosts NACTA judging conference
- ★ 35th annual Sparks Lecture honors regional educators, welcomes state education commissioner
- ★ Murray State, greater community come together in funeral service for Dr. Bob 'Doc' McGaughey

MEDIA COVERAGE



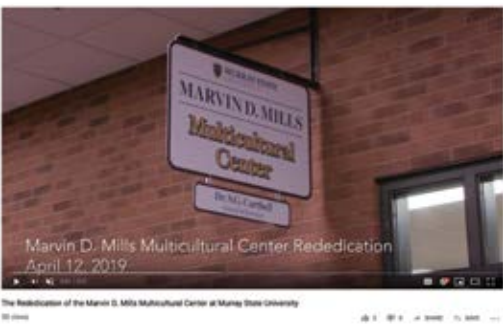
VISUAL MEDIA



A new video to promote Greek Life was developed and has been used as part of communications to admitted students through the University's yield marketing and communications strategy.

See the video at:

▶ <https://youtu.be/iCCE0Yjh4dA>



The digital media services team covered the April rededication of the Dr. Marvin D. Mills, Sr. Multicultural Center held at the Curris Center.

See the video at:

▶ https://youtu.be/uQS_frbIHMY



A collaborative initiative between Dr. Stephanie Hendrith in the College of Education and Human Services and Murray Middle School led to a STEM Day held earlier this year.

See the video at:

▶ <https://youtu.be/NCjM8UM1Vg0>



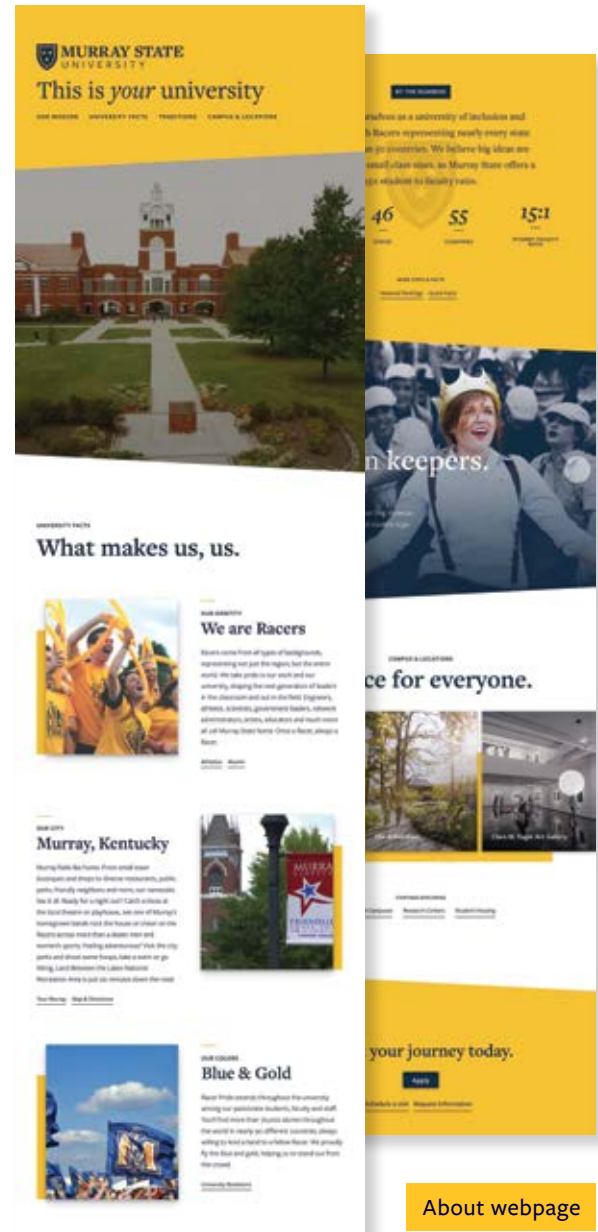
To view any of these videos, please visit murraystate.edu/bmc/report. You can also access an e-edition of this report and previous quarterly reports.

WEB MANAGEMENT

A new web page, murraystate.edu/about, was developed to provide information on the city of Murray as well as Murray State University, with the page primarily geared towards prospective students to better familiarize themselves with campus and the surrounding area. The page includes clear calls to action of applying for admission, scheduling a campus visit or requesting additional information.

The web management team also collaborated on a project to help count down the days until All Campus Sing through a series of social media posts. The 'Day 1' countdown post generated the highest engagement as individuals were asked to 'tag' their All Campus Sing coaches to win a prize.

Enhancements were made to the Summer Orientation web page (murraystate.edu/summero), some of which included a simplification of pages and more impactful, relevant content for admitted students and their families. These changes led to a 33% increase in pageviews and a 25% increase in unique visitors over a six-week stretch when compared to the same timeframe in 2018. Users also spent 1 minute, 30 seconds more time on the page compared to last year.



All Campus Sing Countdown

About webpage

SOCIAL MEDIA

Top posts on Facebook and Instagram this quarter included the announcement of the Spring 2019 Dean's List (2,500 total comments on Facebook!), as well as photos of Woods Hall prior to the building's demolition. Posts promoting summer courses ran regularly over these past several months, as well as targeted posts and ads to admitted students to promote Summer Orientation registration. An advertising campaign was set up to promote the RN to BSN program as well; this collaboration included the office of web management, which set up targeted Google ads while enhancing the program's web presence.



GRAPHIC DESIGN

A print postcard was designed to help promote the Racers Roadshow, a two-week tour of Kentucky and Tennessee for alumni, prospective students, admitted students, friends and supporters of Murray State.

A flyer and postcard promoting the University's new campus health services partnership with Primary Care Medical Center of Murray was used for Summer Orientation attendees as well as a mail piece as part of the yield marketing and communications strategy for admitted students.

The Spring 2019 Blue and Gold Alumni Magazine spotlighted new and innovative academic programs, Ja Morant and the legacy of Dr. Marvin D. Mills, Sr. The e-version is available at: <https://issuu.com/murraystateuniv/docs/bluengoldspring19final>.



Promotional flyer



Postcard



Magazine cover

To access an e-edition of this report and previous quarterly reports, visit murraystate.edu/bmc/report



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