PROMOTING THE
UVA RESEARCH ENTERPRISE
EARNED MEDIA

OWNED MEDIA

OTHER MEDIA

METRICS & ANALYSIS
MEDIA SENTIMENT

Positive/Neutral: 53% in 2015, 63% in 2016
Negative: 47% in 2015, 37% in 2016

Source: Cision media monitoring service.
### Media Stories in Top National Publications

<table>
<thead>
<tr>
<th>Publication Name</th>
<th>Total Media Stories</th>
</tr>
</thead>
<tbody>
<tr>
<td>Washington Post</td>
<td>614</td>
</tr>
<tr>
<td>New York Times</td>
<td>370</td>
</tr>
<tr>
<td>USA Today</td>
<td>112</td>
</tr>
<tr>
<td>Chicago Tribune</td>
<td>99</td>
</tr>
<tr>
<td>Wall Street Journal</td>
<td>97</td>
</tr>
<tr>
<td>New York Post</td>
<td>63</td>
</tr>
<tr>
<td>Los Angeles Times</td>
<td>56</td>
</tr>
<tr>
<td>Daily News</td>
<td>47</td>
</tr>
<tr>
<td>Newsday</td>
<td>22</td>
</tr>
<tr>
<td>AM New York</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,481</strong></td>
</tr>
</tbody>
</table>

**Source:** Cision media monitoring service.
EARNED MEDIA FOR UVA RESEARCH

Pilot study with UVa to explore more ways to tackle lupus
This may be the best way to measure gun violence in America
U.Va. professor's shelter design may eventually help refugees

The Magic Kingdom Meets the Middle Kingdom in Shanghai Disneyland
Coincidences and the Meaning of Life
Genetically engineered 'Magneto' protein remotely controls brain and behaviour

How Psychology Helped Support — and Subvert — the British Empire
What will make vaccines work better in developing countries?

Kindergartens Ringing the Bell for Play Inside the Classroom
Cutting Edge Researchers’ idea will blow you away: 656-foot long blades on wind turbines

A large study replicates psychology experiments, but not most of their results
Ted Kennedy one of the ‘great architects’ of peace in the North — Mitchell
OWNED MEDIA: UVA RESEARCH

ILLIMITABLE

University of Virginia
Published by Karlyon Christopher 11/ July 19 at 3:09pm - 6
3-D printed skull models are providing an important training bridge between
books and bedside for medical students and residents in the UVA Health
System’s Department of Otolaryngology.

3-D Printed Skulls Prepare New Doctors while
Promoting World-Class Health Care

The UVA Health System’s Department of Otolaryngology is using 3-D printed skulls
to train interns on medical procedures - a practice that is not only beneficial to
students, but also improves patient care.

NEWS.VIRGINIA.EDU

PROFESSOR’S WORK FOCUSES ON
REVIVING OUR HIGHEST-SPEED
NETWORKS

#UVA’s John Pepper on the difficulties of researching gun violence: ow.ly/hRYc301J9Zs

UVA Today

Twitter
They’ll Have to Rewrite the Textbooks

Promoting the Groundbreaking Discovery of a Link Between the Brain and Immune System

2.2 MILLION PAGEVIEWS
June 2015 to present