

PROMOTING THE UVA RESEARCH ENTERPRISE



UNIVERSITY COMMUNICATIONS





**EARNED
MEDIA**



**OWNED
MEDIA**

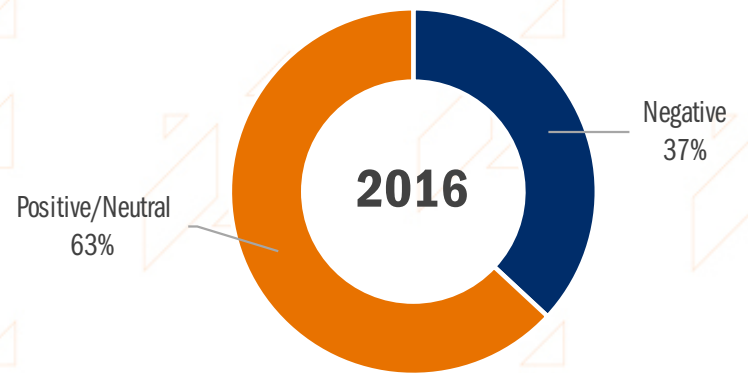
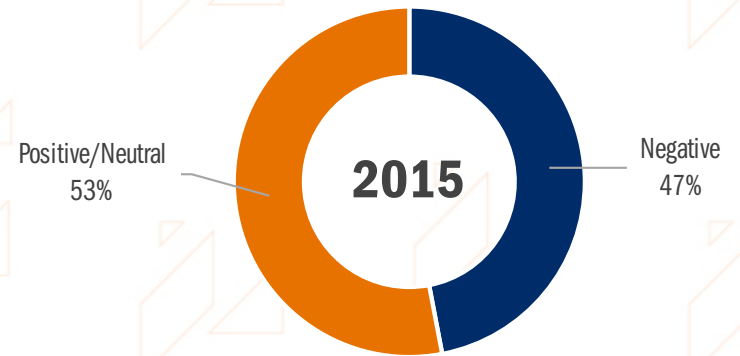
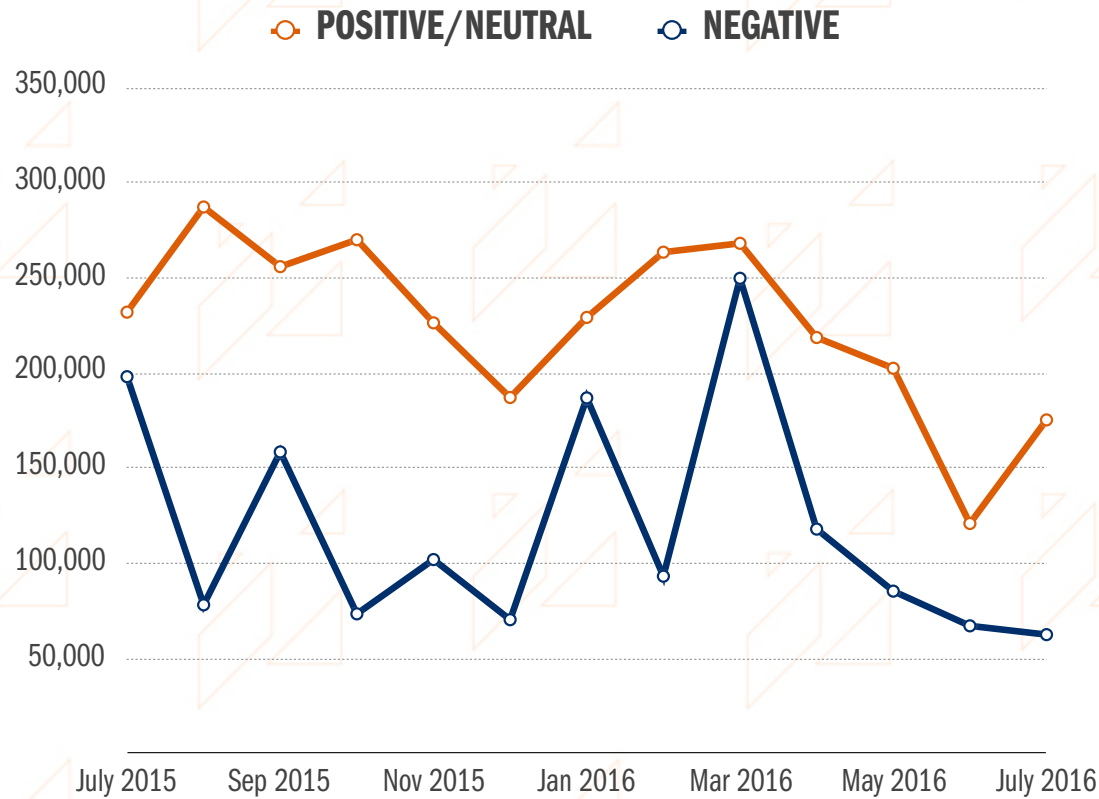


**OTHER
MEDIA**



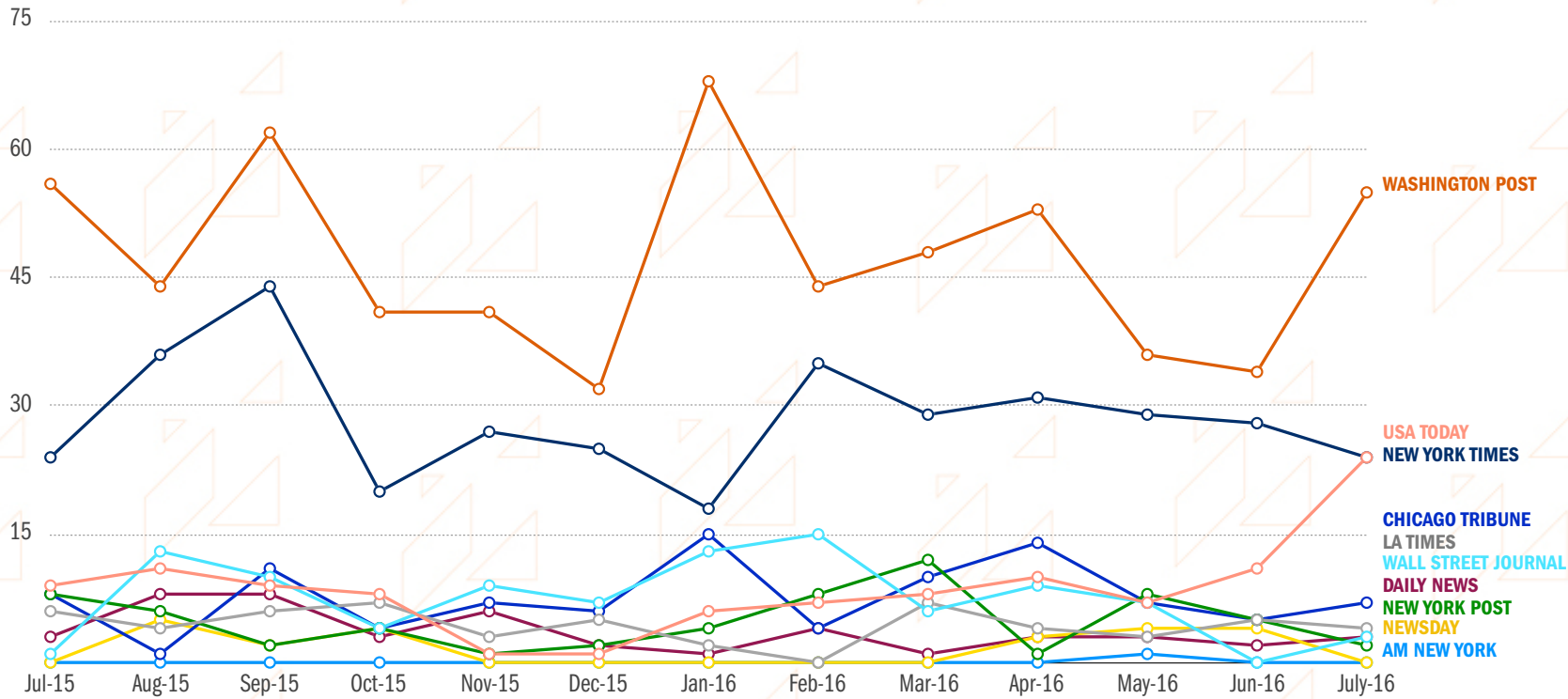
METRICS & ANALYSIS

MEDIA SENTIMENT



MEDIA STORIES IN TOP NATIONAL PUBLICATIONS

PUBLICATION NAME	TOTAL MEDIA STORIES
Washington Post	614
New York Times	370
USA Today	112
Chicago Tribune	99
Wall Street Journal	97
New York Post	63
Los Angeles Times	56
Daily News	47
NewsDay	22
am New York	1
TOTAL	1,481



Source: Cision media monitoring service.

EARNED MEDIA FOR UVA RESEARCH

The Daily Progress

Pilot study with UVA to explore more ways to tackle lupus

The Washington Post

This may be the best way to measure gun violence in America

Richmond Times-Dispatch

U.Va. professor's shelter design may eventually help refugees



UVA Researchers Partner with EMS Council to Reduce 'Stress Injuries'

TIME

The Magic Kingdom Meets the Middle Kingdom in Shanghai Disneyland

The Atlantic

Coincidences and the Meaning of Life

the guardian

Genetically engineered 'Magneto' protein remotely controls brain and behaviour

上海日报

ShanghaiDaily.com

How to play risk and opportunity in volatile markets

The Boston Globe

Researchers pinpoint site of Salem witch hangings

NEW YORK

How Psychology Helped Support — and Subvert — the British Empire



What will make vaccines work better in developing countries?



UVA Study Links Disparities In Pain Management To Racial Bias

The New York Times

Kindergartens Ringing the Bell for Play Inside the Classroom

Los Angeles Times

Cutting Edge Researchers' idea will blow you away: 656-foot long blades on wind turbines

The Economist

Reproducing research

Try again

A large study replicates psychology experiments, but not most of their results



THE IRISH TIMES

Ted Kennedy one of the 'great architects' of peace in the North – Mitchell

OWNED MEDIA: UVA RESEARCH

ILLIMITABLE



FACEBOOK

 **University of Virginia**
Published by Kaylyn Christopher [?] · July 19 at 3:09pm · 

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 benefiting...
NEWS.VIRGINIA.EDU

UVA Today

PROFESSOR'S WORK FOCUSES ON REVVING UP OUR HIGHEST-SPEED NETWORKS



Malathi Veeranghavan, a professor of electrical and computer engineering, is creating applications and protocols to ensure that communication to and from these state-of-the-art networks is as efficient as possible.

June 20, 2016 · Charlie Feigenoff, greenwood@stone.net

TWITTER

 **UVA** @UVA Follow

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



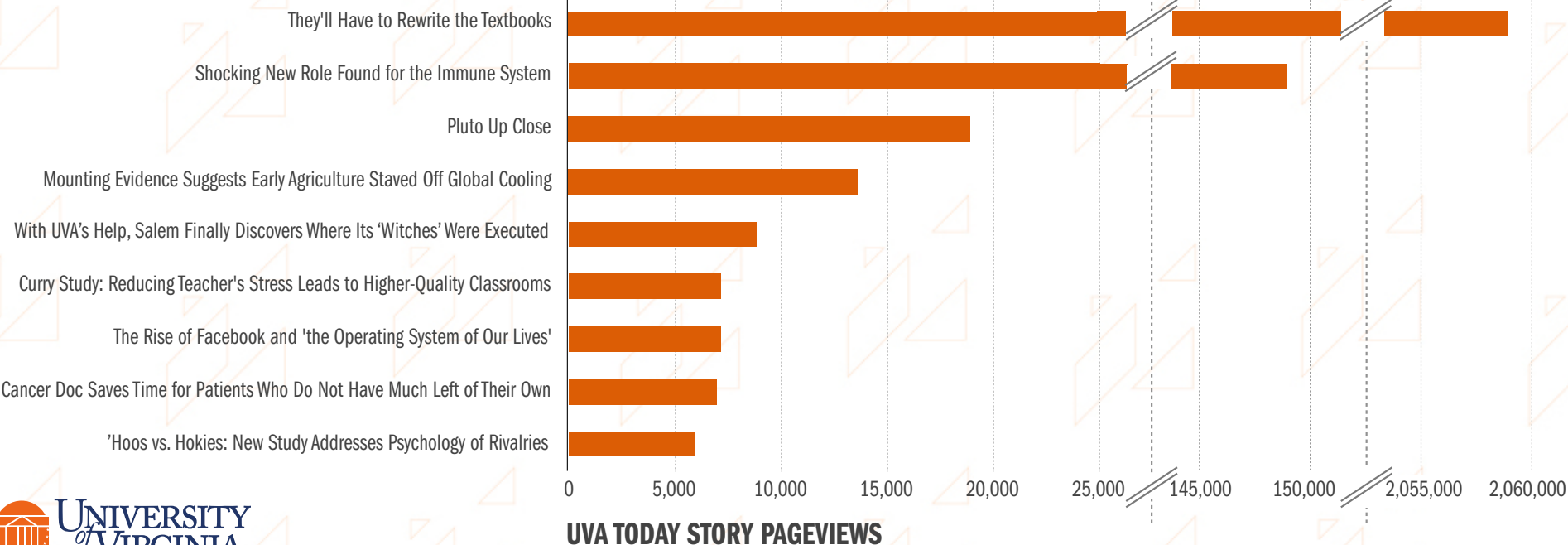
RETWEETS 4 LIKES 5

3:05 PM - 28 Jun 2016



PROMOTING UVA RESEARCH ON OWNED CHANNELS

UVA Today





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

