Virginia Tech Innovation Campus November 13 - 16, 2018

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Media Highlights

This week's report focuses on the new Innovation Campus announcement alongside Amazon's selection of Northern Virginia for one of their headquarters. Virginia Tech and Amazon were mentioned over 1000x including in Associated Press x2, Washington Post x5, Axios x2, Forbes x2, CNN x2, USA Today, NPR's Marketplace, POLITICO x4, Yahoo News x2, BBC and CNBC among many others. There were also nearly 200 broadcast mentions, as an example DC area radio station WTOP aired a clip mentioning the new campus about 12 times a day.

AP

Associated Press - <u>Biggest lure for Amazon to Virginia may be</u> <u>campus, not cash</u> Instead, he said what made Virginia's bid distinct was "investments in our people," particularly a \$1 billion Virginia Tech graduate campus to be built near the new Amazon headquarters that will churn out hundreds of qualified high-tech workers annually.

More coverage: <u>A look at what's in Amazon's new deal with Virginia</u>



Axios - What they're saying: Reaction to Amazon's HQ announcement Rep. Don Beyer (D-Va.), which includes Arlington County: "...The infusion of jobs, the diversification of our tax base, the Commonwealth's dramatic expansion of computer science training in Virginia colleges and universities, starting with a new Virginia Tech graduate campus in Alexandria: these are some of the tangible gains of this victory. I am also eager to learn more and to work together as a state and region to confront the challenges this will inevitably bring to affordable housing and transportation."

More coverage: <u>1 big thing: Amazon's new quest</u> Sands tells Axios that the school already had expansion plans, which were accelerated to win the competition for Amazon.



Washington Post - <u>Amazon arrival spurs Virginia Tech to build</u> <u>technology campus in Northern Virginia</u> Virginia Tech plans to build a \$1 billion graduate campus within walking distance of Amazon's new headquarters in Northern Virginia, the keystone in an expansion of technology education in the state designed to lure the company to the region and then to address the long-term impact of Amazon's decision.

More coverage:

Amazon HQ2 decision: Amazon splits prize between Crystal City and New York It's official: Amazon splits prize between Crystal City and New York

USA TODAY

USA Today - <u>Amazon HQ2 near Washington 'a win for us and our</u> whole region': Today's talker We are thrilled that, as part of Amazon's HQ2 announcement, Alexandria will become home to a new center for tech excellence known as Virginia Tech's Innovation Campus. This campus in Alexandria is an integral part of our successful Amazon headquarters partnership proposal with Arlington.



Marketplace w/ Kai Ryssdal - <u>Higher-ed tech programs helped to</u> <u>lure Amazon</u> Virginia Tech was already planning an innovation campus in Northern Virginia, president Tim Sands says Amazon's arrival will just speed things up. "They are going to have to recruit, they will be in there like everybody else."

Forbes

Forbes - <u>Virginia Tech's promise to build a new campus helped seal</u> <u>Amazon's Virginia headquarters deal</u> "This is a watershed moment for Virginia Tech and a great day for the commonwealth that we are committed to serve," said university president Tim Sands. "As a land-grant research institution, we knew we needed to claim our role of driving economic development in Virginia."

More coverage: <u>Amazon plans average wage of \$150,000, new</u> <u>Virginia Tech campus and more for Crystal City expansion</u>



Yahoo Finance - <u>Sen. Mark Warner on Amazon's HQ2 in Virginia:</u> <u>It's a win for the whole region</u> "...Not to kinda jump the gun, but I think Virginia Tech will be making a major announcement as well, in terms of an innovation– campus that could actually leverage off the Amazon announcement.

More coverage: Sen. Mark Warner speaks with Yahoo Finance

POLITICO

POLITICO - <u>Amazon confirms Northern Virginia, New York City</u> <u>for new HQs</u> Virginia Tech will also build a \$1 billion "graduate Innovation Campus" less than two miles from Amazon's new site.

More coverage: <u>Public schools could feel impact of Amazon's arrival</u> <u>Morning Education</u>



BBC World Service Radio - Governor Ralph Northam on Amazon announcement One of the key aspect as to why they [Northern Virginia] won half of it, was the new Virginia Tech campus which is going to be built right next to the new Amazon building there and that will provide high tech talent right there. So again investment in people and education is a key in continuing to grow.



Reuters via Business Standard - <u>Amazon picks New York City,</u> <u>Washington D.C. area</u> In Virginia, Amazon will receive performance-based direct incentives of \$573 million, based on 25,000 jobs at \$22,000 in benefits per head. Virginia Tech said on Tuesday it plans to build a \$1 billion graduate tech campus in Alexandria, just two miles from the new Amazon headquarters location.



CNBC - <u>Squawk Alley and Power Lunch</u> Virginia Tech also putting out a statement saying that it's Innovation Campus was a key reason for the choice, a 1M square foot facility bringing more tech students to the area. Senator Mark Warner, former Governor and former tech exec said this could lead to job growth, not just in tech but in other sectors as well.



Total Campus Report - <u>Virginia Tech announced the development</u> of Innovation Campus. President Sands on the new campus: "This is not the finish line, this is day one. Virginia Tech is committed to moving this initiative forward and developing the leaders and innovators of the future – not just for Amazon, but for the commonwealth, the country, and the world. This is the right vision, the right place, the right time, and Virginia Tech is the right university to advance the commonwealth as a global leader for the next generation."

What are they saying?



"Maybe the best thing is, the states and Virginia Tech have committed 1 billion dollars to making Virginia Tech the MIT or California Technology of Northern Virginia so we are going to be the math, computer, science center for the world." -Don Beyer Jr. US Representative for Virginia's 8th congressional district <u>Watch video clip here</u>



"Having Virginia Tech, I mean one of the most premiere research universities in the country, coming to Alexandria is very very exciting" - Justin Wilson, Alexandria Mayor Elect <u>Watch video clip here</u>



"Virginia Tech will establish an Innovation Campus in Alexandria just a couple miles from Amazon's new headquarters. This campus will support graduate education, attract top faculty, and spark research and discovery" - Ralph Northam, Virginia Governor Listen to Seattle radio clip here and Phoenix radio clip here and Chicago radio clip here



"It's not just these immediate jobs but the enormous amount of spin-offs - what I think will do to spur further economic act- or entrepreneurial activity. And also, not to kinda jump the gun, but I think Virginia Tech will be making a major announcement as well, in terms of an innovation campus." -Mark Warner, Virginia Senator <u>Watch</u> <u>video clip here</u> and <u>here</u>



"Come back in 10 years or 20 years and just count the patents, discoveries, new theories, and inventions and math field prizes which will be won by the people educated here at Virginia Tech" - Don Beyer Jr. US Representative for Virginia's 8th congressional district Listen to radio clip here



"We are delighted that as part of today's announcement Alexandria will become home to a new center of tech excellence known as Virginia Tech' s Innovation Campus (applause)" - Allison Silberberg, Alexandria Mayor <u>Watch video clip here</u>



"There is definitely a buzz on campus, so I noticed walking in between my classes I've heard just Amazon pop up in different conversations, in different groups as I walk along" ... "When I found out that Virginia Tech was playing a large part in it I felt a lot of pride for our community." - Rachel Iwicki, BOV Undergraduate Representative <u>Watch video clip here</u>



"It's exciting to think about to perspective talent that we can attract to Virginia Tech, and the tech field, in engineering and also in the arts, because this is a transdisciplinary opportunity." - Lorenzo Amani, BOV Graduate Representative <u>Watch video clip</u> <u>here</u>

Statewide and DC coverage

Northern Virginia/DC region

- Chronicle of Higher Education <u>Amazon's new headquarters is coming to Northern</u> <u>Virginia. Here's how local colleges helped make that happen</u>
- Inside Higher Education In prime position
- EdScoop/EDUwire Virginia Tech announces \$1 billion 'innovation campus'
- Education Dive Amazon announces HQ2 picks, expects local colleges to factor in
- Education Dive <u>Amazon's HQ2 set for Virginia, NYC: What does it mean for schools?</u>
- Education Dive Strong university ecosystems feed Amazon HQ2s' fire
- Washington Business Journal <u>Behind the deal: How Virginia Tech's Alexandria campus</u> <u>near HQ2 came together</u>
- Washington Business Journal <u>Virginia is welcoming Amazon with open arms. New York is</u> another story.
- Washington Business Journal -The winners and losers list: Our irreverent HQ2 edition
- Washington Business Journal <u>Virginia Tech to open \$1B innovation campus 2 miles from</u>
 <u>Amazon HQ2</u>

- Washington Business Journal <u>Virginia's Amazon HQ2 win wasn't just based on traditional</u> <u>incentives. Here's what else was included.</u>
- Washington Business Journal <u>Here's how Amazon HQ2's National Landing campus will</u> <u>take shape</u>
- Washingtonian Did Amazon just rename Crystal City?
- CityBizList <u>Virginia Tech to establish \$1 billion innovation center In Alexandria as part of</u>
 <u>Amazon deal</u>
- WTOP <u>Virginia Tech's 'Innovation Campus' played a key role in Amazon's HQ2 decision</u> <u>— so what is it?</u>
- WTOP Potomac Yard Metro entrance to be restored as part of Amazon deal
- WTOP 'Shot in the arm': Northern Va. lands half of Amazon's massive HQ2 deal
- WTOP When can you apply? FAQs about working at Amazon's new N.Va. HQ
- WTOP Virginia Tech to open \$1B innovation campus 2 miles from Amazon HQ2
 - WTOP audio clips 11/13/18 <u>10:33:45 AM</u>, <u>10:57:11 AM</u>, <u>11:08:12 AM</u>, <u>11:33:01</u> <u>AM</u>, <u>12:06:44 PM</u>, <u>12:32:34 PM</u>, <u>1:06:28 PM</u>, <u>2:06:35 PM</u>, <u>2:41:47</u> (President Tim Sands Interview), <u>3:06:18 PM</u>, <u>3:32:57 PM</u>, <u>4:43:30 PM</u> (replay of Sands Interview), <u>11/14/2018 <u>12:33:11 AM</u>, <u>12:33:11 AM</u>, <u>1:33:28 AM</u>, <u>1:56:05 AM</u>, <u>2:33:22</u> <u>AM</u>, <u>3:33:22 AM</u>, <u>4:15:51 AM</u>, <u>4:33:12 AM</u>, <u>7:33:13 AM</u> (Beyer touts Virginia <u>Tech</u>), <u>5:32:43 AM</u>, <u>9:32:53 AM</u>
 </u>
- WAMU <u>Washington could be transformed by Amazon. But it's (probably) not the next</u> <u>Silicon valley</u>
- WAMU Public money, private records: Parts of the Amazon deal concern critics
 - WAMU audio clips 11/14/18 <u>4:27:28 PM</u>, <u>8:09:11 AM</u>
- WRC (NBC) <u>With Amazon deal comes new Virginia Tech Innovation Campus</u>
- WRC (NBC) <u>Amazon selects Northern Virginia, New York City for new headquarters</u>
 - WRC video clips 11/13/2018 <u>4:02:18 PM</u>, <u>5:01:26 PM</u>, <u>5:02:47 PM</u>, 11/14/2018 <u>4:34:22 AM</u>, <u>5:34:55 AM</u>, <u>4:15:30 PM</u>
- WJLA (ABC) <u>Biggest lure for Amazon to Virginia may be \$1-billion 'Innovation Campus,'</u> <u>not cash</u>
- WJLA (ABC)- Duo delivers Amazon's HQ2 and 'National Landing' moniker to Crystal City
 - WJLA video clips 11/13/18 <u>1:45:14 PM</u>, <u>2:03:21 PM</u>, <u>2:16:07 PM</u>, 11/14/18 <u>11:06:18</u>
 <u>AM</u>, <u>12:01:48 AM</u>, <u>6:07:20 AM</u>, <u>3:15:07</u>, <u>4:02:38 PM</u>, <u>4:10:37 PM</u>,

- WTTG (FOX) <u>The economic, housing and transportation impacts of Amazon HQ2 in</u> <u>Northern Virginia</u>
- WTTG (FOX) <u>AMAZON HQ2: Amazon officially picks Northern Virginia, New York City</u> <u>for 2nd headquarters</u>
 - WTTG video clips 11/13/2018 <u>5:02:20 PM</u>, 11/14/2018 <u>5:14:41 AM</u>, <u>7:33:51</u> <u>AM</u>, <u>9:05:37 AM</u>
- WUSA (CBS) Virginia Tech to build STEM building near HQ2
- WUSA (CBS) <u>Vacant buildings in Crystal City provide available space for HQ2 to start</u> <u>operations</u>
- WUSA <u>Virginia Tech's Innovation Campus was key to attracting Amazon to Northern</u> <u>Virginia</u>
 - WUSA video clip 11/13/2018 <u>5:04:51 PM</u> (Interview with President Tim Sands), 11/14/18 <u>5:12:18 PM</u>
- Northern Virginia Magazine <u>Amazon taps NoVA for one half of HQ2</u>
- DCist <u>Now that we (kind of) know what National Landing is, here's what it'll look like</u> <u>with Amazon</u>
- DCInno Virginia Tech is launching a \$1B Innovation Campus in Northern Virginia
- ARLNow BREAKING: Amazon will split 'HQ2' between Crystal City, Long Island City
- ARLNow Morning Notes
- Inside Nova <u>Virginia Tech to build \$1 billion innovation campus near Amazon</u>
 <u>headquarters</u>
- Washington Informer <u>Virginia Tech's 'Innovation Campus' played a key role in Amazon's</u> <u>HQ2 decision — so what is it?</u>
- Bisnow <u>A look at Virginia Tech's \$1B Potomac yard campus to support Amazon</u>
- Alexandria Living Amazon's arrival creates a new neighborhood: National Landing
- Winchester Star <u>Local officials: Amazon headquarters' impact on region unclear, but</u> <u>positive</u>
- Free Lance-Star We know Amazon is coming to Virginia. But now, here are the details
- Prince William Times Northam makes it official: 'Virginia is for Amazon lovers'
- Fairfax News Virginia Tech plans \$1 billion campus next to Amazon HQ2
- Falls Church News Press <u>Amazon selects Arlington as one of 2 new national headquarters;</u> <u>Beyer hails decision</u>

- Falls Church News Press <u>Amazon's coming: Beyer & F.C. leaders see big boon to region</u>
- Falls Church News Press <u>Leonsis calls for 'rethinking rules on verticality' in region in</u> response to Amazon move
- Fauquier Now <u>Amazon expects to bring 25,000 new jobs to NOVA</u>
- Fauquier Times <u>Now Northam makes it official: 'Virginia is for Amazon lovers'</u>
- TMCNet (Alexandria) <u>Virginia Tech Innovation Campus in Alexandria helps attract</u> <u>Amazon to Washington D.C. region</u>
- Alexandria News <u>Northern Virginia's National Landing selected for major new Amazon</u>
 <u>headquarters</u>

Statewide

- Virginia Business <u>Virginia Tech to establish \$1 billion Innovation Center in Alexandria as</u> <u>part of Amazon deal</u>
- Virginia Business <u>Northern Virginia lands a big chunk of Amazon's second corporate</u> <u>headquarters</u>
- Virginia Business Half of HQ2 heading to Northern Virginia
- Richmond Times-Dispatch <u>Tim Sands column: VT's transformative higher-ed package</u> <u>attracted Amazon to Va.</u>
- Richmond Times-Dispatch <u>Virginia Tech to open \$1 billion campus in Northern Virginia</u> <u>next to Amazon HQ2</u>
- Richmond Times-Dispatch <u>We know Amazon is coming to Virginia. But now, here are the details.</u>
- Richmond Times-Dispatch Editorial: At first glance Amazon deal looks OK for Virginia
- Virginian- Pilot What's in it for New York, Virginia sites? Amazon lays out some bonuses
- WRIC (ABC) (Richmond) <u>Virginia Tech to build \$1 billion innovation campus near</u> <u>Amazon HQ2</u>
 - WRIC video clips 11/14/2018 <u>5:06:44 AM</u>, <u>4:59:55 AM</u>, <u>5:46:32 AM</u>, <u>9:36:54 AM</u>, <u>2:07:30 PM</u>, <u>6:07:03 AM</u>
- WWBT (NBC) (Richmond) <u>Virginia Tech to open 1M square-foot campus near Amazon</u> <u>HQ2</u>
- WWBT (NBC) (Richmond) <u>Boon or boondoggle? Officials, lawmakers, academics weigh in</u> <u>on proposed Amazon 'megadeal'</u>
 - WWBT video clip 11/14/2018 <u>5:34:47 AM</u>
- WCVE (Richmond) Virginia Tech plans one billion dollar campus near Amazon HQ

- WRLH (FOX) (Richmond) <u>Virginia Tech plans one billion dollar campus near Amazon</u> <u>HQ</u>
- WAVY (NBC) (Norfolk) <u>Tim Kaine Amazon announcement</u>
- WTKR (CBS) <u>Tim Kaine Amazon announcement</u>
- WCAV (CBS) (Charlottesville) <u>Amazon officially announces its big move to Virginia</u>
 - WCAV video clip 11/14/2018 <u>1:45:58 AM</u>
- WVIR (NBC) (Charlottesville) <u>Northam announces Amazon selects Virginia for major</u> <u>new corporate headquarters</u>
 - WVIR video clip 11/14/2018 <u>5:05:22 AM</u>, <u>6:04:58 AM</u>, <u>6:55:21 AM</u>
- WHSV (Harrisonburg) <u>Amazon splits HQ between New York and northern Virginia</u>
 - WHSV 11/14/2018 <u>5:00:23 AM</u>, <u>6:03:54 AM</u>
- WDBJ President of Virginia Tech, Tim Sands speaks on the Innovation Campus
- WDBJ Virginia Tech to create Innovation Campus to support Amazon's new headquarters
- WDBJ Virginia Tech students excited, curious about new Innovation Campus
- WDBJ <u>Students react to Amazon announcement</u>
- WDBJ <u>Amazon announcement</u>
- WDBJ How Amazon news affects Southwest Virginia
- WSLS Virginia Tech helped convince Amazon to bring thousands of jobs to Virginia
- WFXR Virginia Tech credited with key reason Amazon selected Virginia for new HQ
- WFXR <u>Governor Northam announces Amazon selects Virginia for major new corporate</u> <u>Headquarters</u>
- WSET New 1 \$billion, tech-focused VT campus cited as attraction for Amazon HQ
- WSET What Amazon's new HQ means for our area?
- WFIR <u>VT's \$1 billion NoVa campus to start up next year</u>
- WLNI (Lynchburg) <u>VT's \$1 billion NoVa campus to start up next year</u>
- Roanoke Times <u>Sands on Amazon/Tech project: Opportunity to leverage NoVa to grow</u>
 <u>Roanoke, Blacksburg</u>
- Roanoke Times <u>Politicians celebrate Amazon headquarters coming to Virginia</u>
- Roanoke Times <u>Virginia Tech to open \$1 billion campus in Northern Virginia next to</u>
 <u>Amazon HQ2</u>

- Roanoke Times Editorial: Rural Virginia's stake in Amazon
- Roanoke Times Editorial: The context of Amazon
- Roanoke Star <u>HISTORIC DAY: Virginia Tech Innovation Campus Key to Virginia</u> <u>Attracting Amazon HQ2</u>
- Bristow Beat Virginia Gov. welcomes Amazon headquarters, 25,000 new high-paying jobs
- Collegiate Times Is Virginia Tech the reason why Amazon chose Virginia for HQ2?

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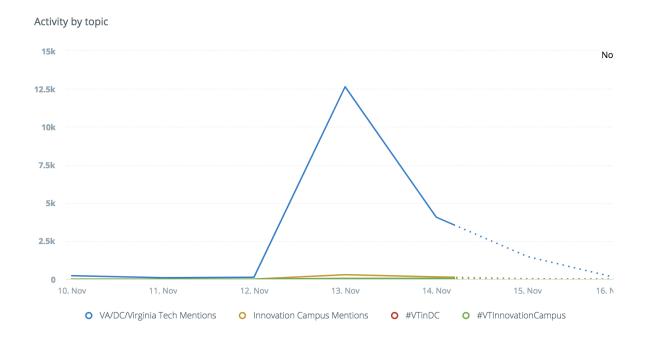
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I Tech Post Stats:

mpressions (how many imes our posts were seen): 851,954 Engagement (likes, comments, shares): 31,259 .ink clicks (number of people that we led to the rt.edu/innovationcampus vebsite): 7,622 Number of people posting ibout us and using our hashtags: 20,000+

Virginia Tech Innovation Campus-related social media mentions:

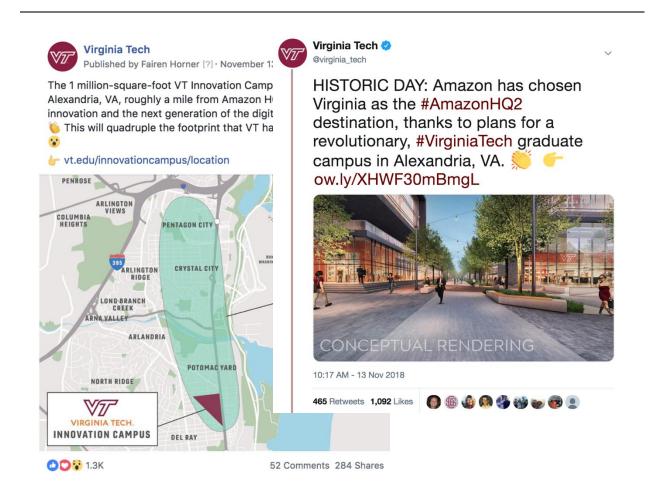


Negative sentiment was low



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Amazon Plans Average Wage Of \$150,000, Virginia Tech announced today New Virginia Tech Campus And More For promise to build a \$1 billion ca Crystal City Expansion northern Virginia played a role forbes.com/sites/amydobso ... #tech decision to locate 1 of its 2 nev #futureofwork outposts in Arlington's Crystal



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So proud of @virginia_tech. Ar Hokies working together on this project. Great work @VTSands



Virginia Tech 🥏 @virginia_tech HISTORIC DAY: Amazon has chosen Virg destination, thanks to plans for a revoluti graduate campus in Alexandria, VA. 👏 Show this thread

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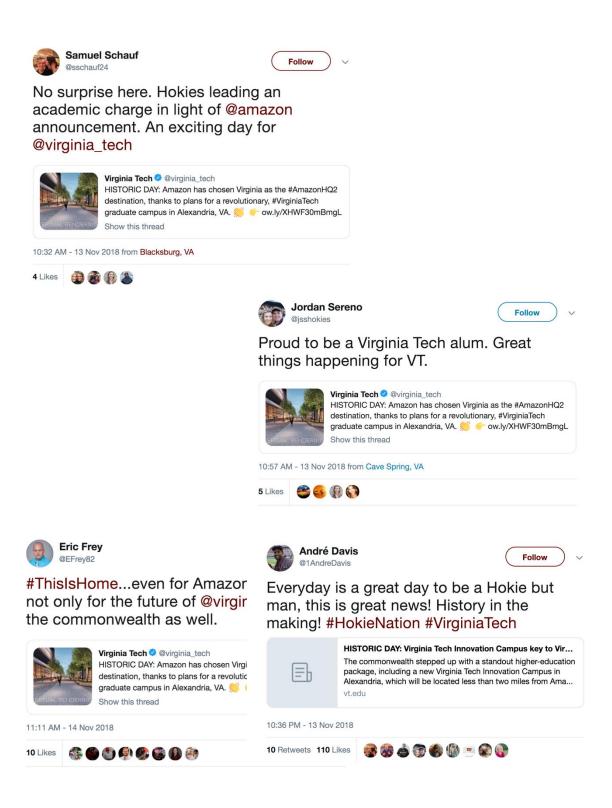


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Tuesday, November 13, 2018

<u>Alumni</u>
Sent: 142,936
Bounced: 2,379
Open rate: 16.4%
Click through rate:
2.2%

Faculty, Staff, and Students Sent: 45,450 Bounced: 0 Open rate: 46.1% Click through rate: 4.5%

Google Analytics for vt.edu/innovationcampus

46,763 view the main website and news story

STUDENTS FROM ALL DISCIPLINES WILL BENEFIT FROM AMAZON'S LOCATION CHOICE IN VIRGINIA

MENU = SEARCH C

Thank you for reading all the way to the bottom! Since next week is Thanksgiving we will be taking the week off and resume coverage of all Virginia Tech news mentions,

including those not Amazon related from this week on November 30, 2018. We hope everyone enjoys the holiday!



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