

Campaign Performance Report
March - December 2018
Jan. 28th, 2019



THIS IS
MICHIGAN
— stories of our state —

Communication Goals and Objective

- **GOALS:**

- Drive awareness of and positive sentiment for U-M's impact in the state of Michigan, countering prevalent myths and misperceptions.
- Increase advocacy for U-M overall and the efforts we are doing in the state of Michigan.

- **OBJECTIVE:** Produce and place into market an awareness campaign, focusing on the day-to-day and likely unattributed benefits that U-M research, teaching, patient care and public service bring to the entire state of Michigan.

Communication Strategy Tactics

- **Develop personalized and compelling stories** featuring Michigan residents from around the state that "bring to life" the impact of the University of Michigan.
- **Produce an average of two to three stories a month** and distribute via various channels.
- **Share materials with communicators from U-M** schools and colleges (M-19) promoting use, along with campus social leadership for additional distribution and engagement across owned social properties.
- **Communicate efforts across campus channels** starting in September 2018 (the University Record, Michigan Radio, kiosk toppers, light pole banners, Stadium Boulevard marquee).
- **Distribute thank you letters and posters** from President Schlissel to those featured in our "This is Michigan" - Stories of our State campaign.

This is Michigan - Overall Campaign Highlights

- **It's working!**
 - Achieving tremendous reach among both of our audiences (unaffiliated and affiliated)
 - Multi-channel approach creating stronger awareness for our stories
 - Ability for the audiences to connect with personal story has been effective - beneficiaries telling how U-M has benefited their lives vs. us telling the story has had a stronger impact on our stories being consumed/shared
- **Creating pride and excitement among advocates to help tell the stories:**
 - Hear on the Farm resonated with audiences in audiology professions and through an interview aired to multiple radio stations in and outside of Michigan.
 - Aphasia - U-M Speech therapist grads shared enthusiastic remarks on U-M's Aphasia Program and the story was featured in Mary A. Rackham Institutes's winter newsletter.
 - Active Classrooms - Followers expressed their excitement in social post comments surrounding the InPACT programs.
 - Schools and colleges are sharing our stories and assets with their audiences through a variety of channels, including newsletters, social media, public presentations. Stories are continually being highlighted on their various communication channels (ex. Neuvokas was just featured in Business Engagement Center's newsletter).

This is Michigan - Overall Campaign Highlights

- **Updated our Paid Social Media Strategy in 2019 and already seeing an improvement in performance**
- **Constantly refining our content based on performance** - e.g. best formula - tell the story quickly/most important information upfront, create shorter and varied “consumable” variations targeted to the channel, determining the types of content that resonate the most with our various audiences.
- **Exploring other venues to showcase our stories as a whole** - All stories packaged in a showcase for the Michigan Today publication. Currently looking into Reddit and placing our message through signage at the Detroit Metro Airport.
- **Repurposing stories for news media** - Stories such as MEZ to be re-distributed to news media based on timeliness, current events such as the state competition in March and national contest in April. Rip Current at start of summer and popular swimming, beach weekends, Labor Day, for example. Opioid is an ongoing media opportunity as community trainings are scheduled, active classroom as a back-to-school story, etc.

This is Michigan Stories

Coastline



U-M Taubman College of Architecture + Urban Planning

Big History



U-M School of Education

Landyn



Michigan Medicine - C.S. Mott Children's Hospital Congenital Heart Center

Concrete



U-M College of Engineering

Tonya Allen



U-M School of Public Health
U-M School of Social Work

Helmet Therapy



Michigan Medicine - C.S. Mott Children's Hospital and the Orthotics and Prosthetics Center

Carlson's Fishery



U-M School for Environment and Sustainability
Michigan Sea Grant Program

MCity



U-M Mcity

This is Michigan Stories cont.

Rip Current



U-M Institute for Clinical & Health Research
Michigan Sea Grant Program

Access for All



U-M School of Information

Brewery Vivant



U-M School for Environment and Sustainability

Dental Clinics



U-M School of Dentistry

Neuvokas



U-M Economic Growth Institute

Opioid Overdoses



U-M School of Nursing

Blavin Scholars



U-M Development, Blavin Scholars Program,
School of Social Work

Making in Michigan Libraries



U-M School of Information

This is Michigan Stories cont.

Cook Scholars



U-M Development, Cook Scholars Program, Ford School of Public Policy

Hear on the Farm



U-M School of Nursing

Argus Farm Stop



U-M Ross School of Business

Aphasia



U-M Aphasia Program, Rackham Graduate School

Active Classrooms



U-M School of Kinesiology

MEZ



U-M College of Engineering

Student-Run Free Clinic



U-M Medical School

Upcoming stories include: Biology in Benzie, Buddy to Buddy, Treadmills and Down Syndrome, Community Pharmacists

Story Placement Details

- News Media:
 - Plan: News releases will be written and distributed to print, TV and radio outlets (local, regional markets) and also shared with niche online news sites if there is a fit either prior to or during the 4-week story flight.
 - Placement: Emphasis on individual media pitches that are based on the interests and specialties of reporters, editors and producers.
 - Audience: Unaffiliated and affiliated men and women in the state of Michigan.
- Paid Social:
 - Plan: 4 weeks per story
 - Placement: Facebook, Instagram, YouTube, Twitter
 - Target Audience: Unaffiliated and affiliated politically moderate men and women in the state of Michigan.
- U-M Social:
 - Plan: Posted across owned social channels within the 4-week paid flight.
 - Placement: Facebook, Instagram, LinkedIn, Twitter
 - Audience: Affiliated U-M Social fan base

Story Placement Details cont.

- Michigan Impact and Gateway Websites:
 - Plan: Posted on the Michigan Impact Website for the life of the campaign. Posted on the U-M Gateway for a week after each stories launch.
 - Audience: Unaffiliated and affiliated men and women in the state of Michigan.
- Campus Channels:
 - Plan: Vary by channel
 - Placement: Stadium marquee, kiosk toppers, light pole banners, etc.
 - Audience: Unaffiliated and affiliated men and women on U-M Ann Arbor campus.
- Alumni Newsletter:
 - Plan: Periodically
 - Audience: Affiliated men and women

This Is Michigan - News Coverage - Recent Stories

Stories were distributed to news media throughout the state and posted across U-M channels: The Gateway feature, Gateway news item, Michigan Today (300,000 alums), Canvas (40,000 students/50,000 instructors), Michigan News, Facebook and Twitter.

Cook Scholars:

Argus Press (13K print circulation, figure does not include digital reach; 15K Facebook followers)

Hearing Heroes

Ag News For America, radio wire service geared toward the agricultural industry, airs on 40 stations from WDMJ in Marquette to WJIM in Lansing and WCSR in Hillsdale; Michigan Ag Connection, national network of websites for the agricultural community; The Hearing Review, industry publication for audiologists, public health industry and advocacy groups

Argus Farm:

News Media has already covered extensively

Aphasia

Traverse City Record Eagle (25K print circulation, digital, 23K Facebook followers)

Active Classrooms

Futurity (audience is researchers and research news from top universities). Medical News (international publication, 73 million visitors annually), HealthDay (national Health & Wellness website)

MEZ

Michigan Chronicle (50,000 - 75,000 weekly readership, print and digital)

This is Michigan - News Coverage- Previous Stories

Stories were distributed to news media throughout the state and posted across U-M channels: The Gateway feature, Gateway news item, Michigan Today (300,000 alums), Canvas (40,000 students/50,000 instructors), Michigan News, Facebook and Twitter.

Opioid Overdoses:

News Media: Monroe News (with 36,300 Facebook followers), Ag Net, a radio wire service geared toward farmers for 40 stations from WDMJ in Marquette to WJIM in Lansing and WCSR in Hillsdale. Detroit Free Press to publish by early November.

Additional Outreach: University Record, Michigan Daily

Blavin Scholars:

News Media: WXYZ-TV (383,000 Facebook followers) story in April. NewsChamber, statewide news curator and distributor

Additional Outreach: Ongoing

Making In Michigan Libraries:

News Media: The Daily Mining Gazette (circulated in most of the UP and northern parts of the Lower Peninsula), Leader Publications, a southwest Michigan news organization that owns The Niles Daily Star, Dowagiac Daily News, Cassopolis Vigilant, and the Edwardsburg Argus.

Additional Outreach: University Record, Michigan Daily, Michigan Library Association

This is Michigan - News Coverage - Previous Stories

Stories were distributed to news media throughout the state and posted across U-M channels: The Gateway feature, Gateway news item, Michigan Today (300,000 alums), Canvas (40,000 students/50,000 instructors), Michigan News, Facebook and Twitter.

Rip Current:

News Media: Appeared in at least 10 print, online and broadcast (TV & radio) outlets across Michigan and in Indiana, Illinois and Tennessee. Also shared on their social media channels. WDIV/ClickOnDetroit ((the state's #1 news website with 800,000 unique visitors in Jan. 2018, 11 percent market share, 539,460 Facebook followers) aired story on four separate newscasts, posted online story and shared on Facebook and Twitter. Detroit News (146,962 circulation, 300-500,000 digital, 234,000 Facebook); Traverse City Record Eagle (25,000 circulation, 20,285 Facebook, among others metropolitan and rural.

Additional Outreach: Michigan Daily, Facebook and Twitter posts by Great Lakes Water Safety Consortium and Michigan Sea Grant

Access for All:

News Media: Fox47News (Audience reach across 20 cities in mid-Michigan, 58,000 Facebook followers)

Brewery Vivant:

News Media: Michigan Ag Connection (National network of websites for the agricultural community)

Dental Clinics:

News Media: Iron Mountain Daily News (10,000 circulation, 7, 500 Facebook)

Additional Outreach: School of Dentistry social media, (19,000 Facebook and 1,442 Twitter followers), dentistry alumni social media,


Neuvokas:

News Media: Grand Blanc View (2-3,000 circulation, 1,400 Facebook)

Additional Outreach: EGI website and social media

Recent News Media Examples

SCIENCE HEALTH **FUTURITY** CULTURE ENVIRONMENT



IN-CLASS EXERCISE BREAKS GETS KIDS UP AND MOVING

SEPTEMBER 2019, 2018
POSTED BY LAURA BAILEY-NEESMAN

TRAVERSE CITY **RECORD EAGLE**
Traverse City, MI

Leelanau man works to find voice — in time for Christmas

BY STEPHANIE SHOMIN sshomin@record-eagle.com Dec 23, 2018



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Cook Foundation nominees take tour of U-M campus
Sep 18, 2018



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THE HearingReview

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EDUCATION
University of Michigan Researcher Develops Hearing Education Programs for Farmers
Published on October 23, 2018



Michigan Agconnection

MARKETS AUCTIONS REAL ESTATE AGRIBUSINESS DIRECTORY EQUIPMENT LOCATOR

Michigan Ag News Headlines
Farmers Listen When U-M Researcher Teaches Hearing Health
Michigan Ag Connection 10/26/2018

Chances are, if you're in a conversation with Bruce Breuninger, you'll have to repeat yourself at least once.

Breuninger, a fourth-generation dairy farmer in Dexter, Mich., suffers hearing loss from years of operating loud tractors and other loud farm equipment. But, it's not as bad as his dad's—"he's stone deaf," Breuninger said.

Michigan is home to a large population of farmers (roughly 80,000 farmers and 52,000 farms, according to the U.S. Department of Agriculture), and farming is second only to construction in noise-related hearing loss.

For this reason, Marjorie McCullagh, professor at the University of Michigan School of Nursing, has spent the last two decades of her career researching ways to influence farmers' use of hearing protection.

Her work on hearing safety began in 1996, and since then she's developed several hearing education programs, including Hear on the Farm, which consists of training and online education materials for adults. That intervention gave rise to Hearing Heroes, a program targeting farm and rural youth. Further hearing loss can be prevented in Breuninger and his father, and avoided altogether in later generations, McCullagh believes.

MICHIGAN CHRONICLE

News Money Roots City/Life/Style Events Classifieds About Us

Google donates \$1 million in grants to Detroit youth STEM programs

Branden Hunter



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News Media Examples cont.

The Daily Mining Gazette
 October 22, 2018 | Today's Paper | Submit News | Subscribe Today

Finding balance: Libraries are reinventing themselves to service patrons

FEATURES
 OCT 6, 2018
 JON JAEHNING

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LeaderPublications HOME NEWS SPORTS OPINION OBITS SCHOOLS BUSINESS

BERRIEN COUNTY
 Saturday storms cause widespread power outages

BERRIEN COUNTY
 Ring Lardner student surrenders BB gun without incident Friday

DOWAGIAC
 Chamber of Commerce recognizes members at annual meeting

NEWS
 Volunteering spread in charity work



Laura Hollister, an adult services team leader, is pictured in the SkillShare workshop at the Niles District Library. The workshop opened about a month ago, offering free tools and DIY lessons to people. (Leader photos/KEELSEY HAMMON)

LATEST STORIES
 Saturday storms cause widespread power outages
 Rangers shutout Centreville

Library workshop series offers skill sharing

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From foster care to fulfillment: U-M program gives hope to foster students across Michigan

20-09-2018 7:49 PM

ANN ARBOR-Cherish Fields spent many unsettled years moving around in foster care before proudly graduating from the University of Michigan with degrees in sociology and social work.

At U-M, Fields was a Blavin Scholar, part of a program for foster children that started in 2006 as a scholarship...

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Michigan Ag News Headlines

Nursing Professor Trains an Army to Battle Opioid Overdoses
 Michigan Ag Connection - 09/14/2018

Staff at the Shelter Association of Washtenaw County began noticing an upswing in clients overdosing in the bathrooms in 2013.

What, the staff wondered, could be done to curb this potentially deadly problem? With help from Chin Hwa (Gina) Dahlem, a clinical assistant professor at the University of Michigan School of Nursing, the shelter association became the first homeless shelter in Michigan to complete Dahlem's training program in administering naloxone, the antidote that reverses opioid overdoses.

Since then, Dahlem, also a nurse practitioner at the shelter, has delivered her naloxone training program to more than 1,700 employees in police departments, community agencies, schools and members of the public in Southeastern Michigan, and delivered as many naloxone kits, with more than 250 overdose saves from law enforcement agencies in Lenawee, Washtenaw, Livingston and Monroe counties.

Dahlem believes U-M is in a unique position to help fight the opioid epidemic, with its cadre of researchers and health professionals coordinated by the newly created Opioid Solutions, a campuswide network for opioid-related educational and research activities.

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News Media Examples cont.

The Detroit News

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Near-tragedy inspires Great Lakes anti-drowning effort

Blue Alert: The Detroit News Published 11:50 pm ET, July 6, 2018 Updated 5:37 pm ET, July 6, 2018

Nearly six years ago, Jamie Racklyeff was swimming in Lake Michigan off Leland when he got caught in a rip current and almost drowned. He later learned that a 16-year-old boy swimming in the same area 45 minutes later had been swept into the same rip current and died.

Shaken by his near-death experience and the teen's drowning, Racklyeff, 54, has dedicated himself to spreading the word about the dangers of rip currents in the Great Lakes and how to survive if you find yourself trapped in one.

"I decided to channel that into trying to end drowning, trying to make sure no one else finds out the hard way about rip currents in the Great Lakes," he said.

He began planning events to connect individual organizations involved in water safety from all eight Great Lakes states and Ontario with the common goal of ending drowning on the lakes.

Ex-MSU strength coach sentenced in fatal crash
Aug. 30, 2018, 11:37 pm

Obama won't attend Aretha Franklin's funeral
Aug. 30, 2018, 1:24 pm

2,000 members of public to be admitted to Franklin funeral
Aug. 30, 2018, 5:37 pm

CLICKON DETROIT

HEALTH

The hidden danger in the Great Lakes

Near-drowning inspires water safety efforts

By Sarah Masberry, MPH - Producer
Posted: 11:34 PM, July 06, 2018
Updated: 6:01 AM, July 27, 2018

ANN ARBOR, Mich. — Since 2010, more than 400 people have drowned in the Great Lakes. Jamie Racklyeff was almost one of them. It was the summer of 2012, and Racklyeff had gone UP North

STORIES OF OUR STATE

The Daily News

September 26, 2018 | Today's Page | Related News | Subscribe Today

Michigan Legislature OKs minimum wage, sick time initiatives

U-M students provide free dental care to campers at Bay Cliff Health Camp

ANN ARBOR — Every summer, the campers at Bay Cliff Health Camp gather on the grounds in Jethroville Bay, exploring the water and nature — and climbing in the dental exam chair.

For three weeks, the kids and students from the University of Michigan School of Dentistry spend time together inside the dental cottage. Inside is a fully equipped dental office, where exams are given, fillings are done, cavities are filled and more. The care comes at no cost.

The dental care comes to the campers because it just doesn't exist for the campers in their dental care, either due to geographic limitations or their special needs. Some campers have orthopedic limitations, some speech. Other campers live with hearing and visual disabilities. The camp mission is to work toward giving them increased independence.

A visit to the dentist might not be a typical camping activity, but the result, in addition to contributing to better overall health for campers, is happiness and satisfaction—mutually beneficial experiences for the dentist and the U-M dental students.

After their visits to the dental cottage, campers leave with better oral health care, and the future dentists take away invaluable experience, personally and professionally, says Larry Sakuma, clinical associate professor of orthodontics and pediatric dentistry and clinical director of the Division of Pediatric Dentistry at U-M's School of Dentistry.

"The University of Michigan is a big part of what we do this summer," said Tim Bennett, executive and camp director of Bay Cliff Health Camp. "Our kids that come here every summer have very good opportunities for dental care in the Upper Peninsula. So to have the university come up for three weeks with a professor, residents and students, it's a wonderful partnership."

The dental program at Bay Cliff is one of nearly 60 Community-Based Dental Education Program sites across Michigan, including Bad Axe, Battle Creek, Detroit, Midland, Muskegon, Port Huron, Saginaw and Traverse City, where the children of migrant farmers receive care.

9&10 NEWS

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Preemie Triplets Living Happy, Healthy Life in Gaylord

June 13, 2018 by Aaron Parsanagian, Matthew Myers

A group of triplets and their parents now call Northern Michigan home. Two-year-olds Eleanor, Josephine and Rosalie Bourman are settling into their family's new home in Gaylord.

And their parents are thanking some University of Michigan doctors for the opportunity to enjoy life with their happy, healthy girls.

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- US Coast Guard Air Station Traverse City Rescues 5 Year Old Boy From Sleeping Bear Sand Dunes
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Video

UM team creates waterproof and perhaps pothole-proof concrete

UM team cr concrete The University of Michigan

POSTED: MAY 07, 2018 6:53 AM

Grand Blanc VIEW

"YOUR COMMUNITY CONNECTION"

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2018-05-18 / Business

U-M helps UP firm grow sales

STATEWIDE — Neovask Corp., a manufacturer in Antrim, Mich., a village with a population of about 200 in the Upper Peninsula, could have been among the more than half of manufacturing startups that fail in Michigan.

But with its forward-looking leadership and the support of the Economic Growth Institute at the University of Michigan, its sales increased from less than \$5,000 to more than \$1 million in five years.

Neovask went into business in 2013. It had a needed and innovative product to sell in Gatorbax, a bio-reinforced polymer resin used to strengthen concrete in buildings, roads and bridges, but its small staff and lack of industry connections kept it from taking a bigger bite out of the road-building market. And as a fledgling business, it needed more marketing expertise and business strategy to really build upon its technical and production capabilities—standard expertise for large companies with more resources.

After connecting with the Small Business Development Corporation, Neovask was able to tap into a grant from the Michigan Strategic Fund administered by the Michigan Economic Development Corporation. More than half of all new manufacturing startups fail. The goal of all parties involved was to help Neovask boost the odds by helping off the risks that come with being a small startup.

The state grants supported a business development plan designed by U-M's Economic Growth Institute in partnership with Neovask, one of 100-plus small businesses that have worked and are working with EGI's First Customer Program.

The First Customer Program identifies and addresses critical gaps in business development, marketing and sales in advanced technology companies, and it's one of several programs that target and support various industries in the state in cities such as Ann Arbor, metro Detroit, Grand Rapids, Houghton, Harpoon and Newberry.

In a year, Neovask has grown from a staff of 10 to 23 and is building a new production facility to open next year. The company now has orders on the way to run a 24-hour, 7-day-a-week operation. Sales of Gatorbax is now concrete resin that is seven times lighter and two times stronger than steel and can extend the lifetime of a roadbed from five to 20 years, increased from \$4,400 to \$1 million in five years. By year's end sales are projected to reach \$4 million. — G.G.

News Media Examples cont.

Michigan Agconnection

MARKETS AUCTIONS REAL ESTATE AGRIBUSINESS DIRECTORY EQUIPMENT LOCATOR

FORWARD BY **U-M** **AG**

Michigan Ag News Headlines

U-M Alum: Brewery Vivant Sustains People, Profit
Michigan Ag Connection - 08/14/2018

When Kris Spaulding started Brewery Vivant, she did so mindful of the possibilities to create a sustainable business with inspiration sparked at the University of Michigan.

"At Michigan, I developed a more well-rounded perspective of what it means to be a good citizen of the world," she said.

Spaulding and her husband, Jason, co-founded the first Silver LEED-certified commercial microbrewery worldwide in Grand Rapids. Combining Jason's brewery experience with an environmental focus from Kris' studies at U-M's School for Environment and Sustainability, the couple forged an enterprise that's highly tuned to its carbon footprint.

"We run this business with a triple bottom line approach putting equal emphasis on people and planet, not just profit," Spaulding said. "Sustainability is a big part of our identity as a business, and we develop deeper relationships in our community because of it."

For example, the brewery derives its power from renewable energy sources: it uses cans instead of bottles because the aluminum can is more likely to be recycled, is easier to ship and reduces the carbon footprint; purchases more than 60 percent of supplies in Michigan; and donates 1 percent of sales locally. A Certified B Corporation, the brewery meets high social and environmental standards.

Spaulding studied environmental policy and behavior at U-M and often reflects back on what she learned around the psychology of environmental action and how to get people to care enough to change their behavior.

"This comes through in how we train our staff about what it means to work at Vivant as well as in my efforts to influence the business community on the benefits of being a mission-driven triple bottom line business," she said. "As I look at how to have a bigger impact in my community, I also reflect back on the policy side of my degree and the importance of instigating change at that level."

Sara Soderstrom, a professor at U-M's Erb Institute for Global Sustainable Enterprise, said that Spaulding's experience is what studying sustainability at Michigan is all about.

"What we try to do is show how often there are ways to synthesize your business interest with the environment and with society," she said.

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Gaylord HeraldTimes

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@triplethefun Mom of triplets moves to Gaylord, gives support to others through social media

Annie Breen (989) 752-1111 abreen@gaylorhdheraldtimes.com Jun 15, 2018 (8)

A Woman SEEN Making an Impact: Tonya Allen

BUSINESS · PEOPLE · PROFILES

Published April 30, 2018 by Stephanie Steinhilber

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BREAKING NEWS **AMWAY CO-FOUNDER RICH DEVOS PASSES AWAY AT 92**

Access for All Strives for Equality

BY: Press Release
POSTED: 1:46 PM, Aug 17, 2018

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Access for All

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As we are closing in on the ADA reaching 30 years as law, we are constantly striving to continue the work to make our world more accessible.

Access for All is a project aimed towards recognizing a business' good

This is Michigan - Paid Social Highlights

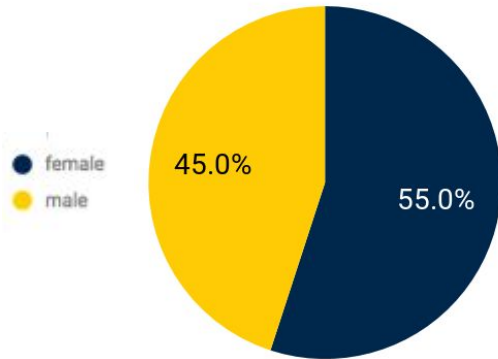
53M
Ads Shown

14M
Video Views

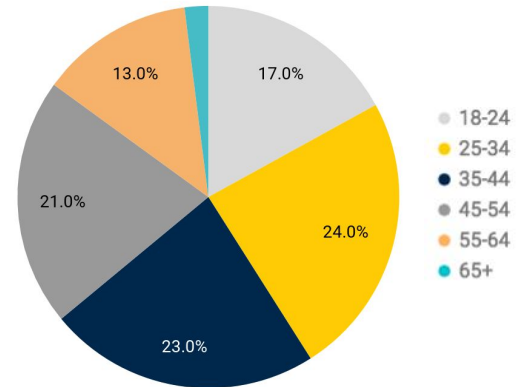
14M
Actions
(likes, comments, shares, etc.)

220K
Clicks to Website

- Reached a substantial number of our **primarily unaffiliated target audience** through paid social.
- A little less than half of those who viewed our content were 18 to 34 years of age; the other half were 35 and older.
- Males viewed our videos less than females, a 10% decrease since last report. Most likely due to story content. Will continue to monitor.



Demographic Breakdown Campaign Video Views



This is Michigan - Owned Social Highlights

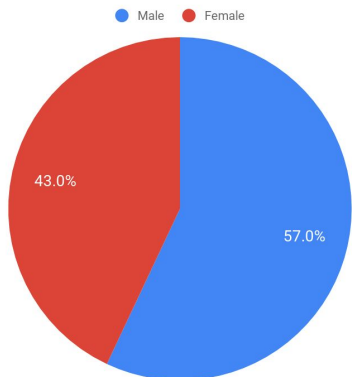
3.5M
Post Views

588K
Video Views

50K
Actions
(likes, comments, shares, etc.)

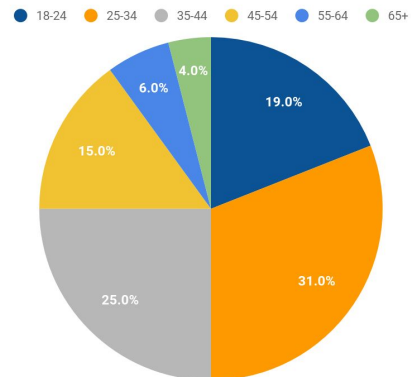
15.5K
Clicks to Website

- Reached a substantial number of our **affiliated target audience** through owned social.
- About 50% our U-M social fan base is 18-34 years old with males making up 57% of the audience.



Demographic Breakdown

U-M Audience
Facebook & Twitter



* Owned Social Demographic data is representative of U-M Social Facebook and Twitter Pages. These audiences can see all U-M content posted to these pages not just "This is Michigan" content.

This is Michigan - Positive, Social Post Comment Examples

Argus Farm Stop:



Noel Nash Taylor Ehrke we need to stop by here



Richard Denison Love seeing positive things like this keep up the great work your doing 🙌



Chuck Hogan Keep up the great work awesome



BALBIR SINGH 2 months ago
Salut to University of Michigan.

👍 🗨️ REPLY

Hear on the Farm:



Kangyi Peng 2 months ago
That's wonderful! Nice job, Michigan. Now that's what I call "Helping Out the Nearby Community." So glad to see those farmers and their kids no longer need to suffer from hearing losses...

👍 1 🗨️ REPLY



Ed Saunders 1 month ago
So glad to see you're still on the front lines of this important public health issue.

👍 🗨️ REPLY

Aphasia:

cheyennelecea @laurabpilates I know its far from you...but UofM is one of the top hospitals in the USA and I'm just learning about a program they offer for aphasia. Hope things are great for you 2 this holiday season!!

miscalainious UofM saved my baby - he suffered a brain aneurysm. After a month of not figuring it out we were airlifted to Mott Children's Hospital - so thankful to have this amazing resource with the best docs and technology available 🙌🙌 Hail to the LITTLE Victors #blessed #thankful

Active Classroom:



Robin Warren Reed I was very happy to have the opportunity to participate in this program 2 years ago at Estabrook Learning Community. The brain breaks throughout the day were great for all my students!

Like · Reply · 5w



Andrea Rogoff Yes!

Like · Reply · 6w



Katie Scarchilli Wonderful! ...



Shelley M. Ragnone Gee, think maybe ADD and ADHD kids might benefit from this...about time we went in the right direction!



Jackie Jade Hawkins My husband is slightly def working on a farm all his life



Dwight David Dennings I grew up in the 60's and early 70's with loud farm machines. My hearing is bad. Protect your hearing every chance you get.

This is Michigan - Michigan Impact Website Visits

Year over Year Comparison (Feb 27th, 2017 to Dec 31st, 2017 compared to Feb 27th, 2018 to Dec 31st, 2018)

- The “This is Michigan” campaign is driving more visits to the Michigan Impact website year over year. - approx. **7,300 to 205,000 users** (2,700% YOY increase).
- Orange line represents visits to the Michigan Impact website prior to “This is Michigan” campaign. The increase in early July shows the distribution of the Michigan Impact newsletter.
- Blue line represents the traffic that is driven to the Michigan Impact website from the “This is Michigan” campaign.

Feb 27, 2018 - Dec 31, 2018: ● Users

Feb 27, 2017 - Dec 31, 2017: ● Users




Recent Digital Placement Examples

Paid Social Posts

University of Michigan
Sponsored · 🌐

More Michigan farmers are protecting their hearing thanks to a program developed by the U-M School of Nursing.




My hearing's getting bad.

thisismichigan.umich.edu
Hear on the Farm
For a safe and sound future.

[LEARN MORE](#)

University of Michigan
Sponsored · 🌐

Two U-M alumni are bringing small farmers and community together through the Argus Farm Stop.




thisismichigan.umich.edu
The Farm Stops Here
Growing the local food economy.

[LEARN MORE](#)

University of Michigan
Sponsored · 🌐

Michigan elementary school children are taking much-needed activity breaks thanks to the U-M InPACT Program.




thisismichigan.umich.edu
A Moving Solution
Addressing the obesity epidemic.

[LEARN MORE](#)

University of Michigan
Sponsored · 🌐

After a stroke left him unable to talk, a Michigan cherry farmer found the help he needed at the U-M Aphasia Program.



thisismichigan.umich.edu
Finding Their Voice
Therapy helps patients speak ag...

[LEARN MORE](#)

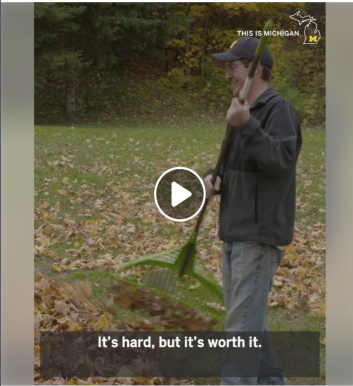
Recent Digital Placement Examples cont.

Owned Social Posts

University of Michigan • November 23, 2018

Imagine having a phrase or word on the tip of your tongue, but you just can't say it.

After a massive stroke left Leelanau County farmer Theron Coleman unable to speak, the U-M Aphasia Program has helped him find his voice again. [myumi.ch/JyExP](#) #UMichImpact



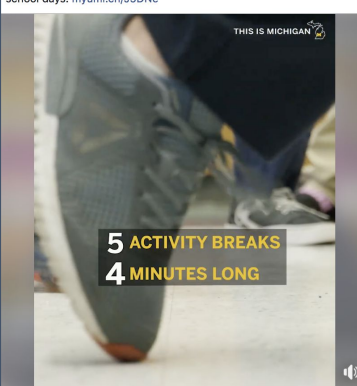
31,965 People Reached **950** Engagements [Boost Unavailable](#)

👍👎🗨️ 106 9 Comments 23 Shares

University of Michigan • December 10, 2018

K-12 students in Detroit are getting up and getting active in the classroom!

By taking regular exercise breaks as a part of University of Michigan School of Kinesiology's InPACT program, students are combating childhood obesity and adding some fun physical activity to their school days. [myumi.ch/J9DNe](#)

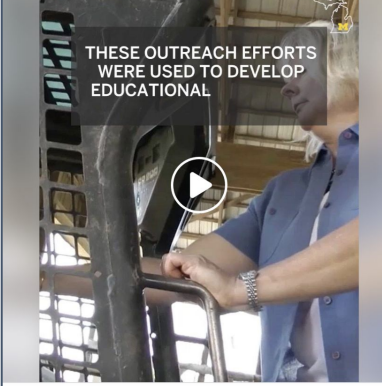


47,320 People Reached **1,405** Engagements [Boost Unavailable](#)

👍👎🗨️ 168 13 Comments 59 Shares

University of Michigan • October 24, 2018

Programs from the University of Michigan School of Nursing are helping farmers and their families combat hearing loss by educating them on the importance of hearing protection. #UMichImpact [myumi.ch/6x24m](#)



41,136 People Reached **860** Engagements [Boost Unavailable](#)

👍👎🗨️ Kelly Cuccaro Fuligni and 87 others 16 Comments 32 Shares

University of Michigan • 2 Nov 2018

Two U-M alumni are working hard to help bring their community and local farmers together through their market, the @ArgusFarmStop. #UMichImpact [myumi.ch/J9pJN](#)



0:17 4,456 views

👍👎🗨️ 11 46

University of Michigan • 26 Oct 2018

Up to 75% of farmers experience noise-induced hearing loss. @UMichNursing programs are helping educate farmers and their families on the importance of hearing protection. [myumi.ch/L3kpG](#) #UMichImpact




0:30 1,707 views

👍👎🗨️ 1 4 22

University of Michigan • 28 Nov 2018

Imagine losing the ability to talk.

After a massive stroke left a Leelanau County farmer unable to speak, the U-M Aphasia Program helped him find his voice again. [myumi.ch/6tGtEz](#) #UMichImpact



0:43 2,843 views

👍👎🗨️ 1 7 44

Digital Placement Examples cont.

Michigan Impact

THIS IS MICHIGAN
stories of our state

Finding their voice

U-M Aphasia Program offers model approach to restoring ability to communicate for residents across Michigan and U.S.

REGION: Northern Michigan Share on: [v](#) [f](#) [in](#)

CATEGORY: This is Michigan

*Video Produced by Chris McElroy, Michigan Media
All photos by Eric Bronson, Michigan Photography*

BY JARED WADLEY
ANN ARBOR—Imagine having a word or phrase on the tip of your tongue, but you're unable to say it. And when you can speak, the words come out jumbled or incoherent.

That's the situation that Theron Coleman and other individuals faced with aphasia—a communication disorder that makes it challenging to string sentences together and to express thoughts easily. The Lake Leelanau resident suffered a stroke years ago that led to his aphasia, and he now travels to the University of Michigan Aphasia Program (UMAP) for intensive therapy.

President's Message

STORIES BY REGION

- Statewide
- Mid-Michigan
- Northern Michigan
- Southeast Michigan
- Detroit
- Western Michigan

STORIES BY CATEGORY

- Arts & Culture
- Community Engagement
- Education
- Entrepreneurship
- Flint Water
- Health Care
- Public Policy
- Science & Research
- Sustainability
- This is Michigan

CLICK ON MAP TO SEE U-M'S IMPACT ON YOUR REGION

Alumni Newsletter and Call for Stories

THIS IS MICHIGAN
stories of our state

Your Association

THIS IS MICHIGAN

Stories of Our State invites you to become part of our storytelling effort. Alumni like you are making a difference throughout Michigan – from research to entrepreneurship to outreach. Please [share](#) how you are contributing to the vibrancy of your community.

U-M Gateway

Report Sexual Misconduct [Q](#) Search web and directory [Q](#)

FOR: [PROSPECTIVE STUDENTS](#) [CURRENT STUDENTS](#) [FACULTY & STAFF](#) [PARENTS](#) [ALUMNI](#) [QUICK LINKS](#) [+](#)

About Academics Life at Michigan Athletics Research Health & Medicine Initiatives Giving

HEALTHY SCHOOLS

Among the many things that years of teaching elementary school students has taught Cesar Reyes is that kids sit too much during school and should move more. So when Reyes, a teacher at Detroit's Munger Elementary-Middle School, was asked to try an in-class exercise program developed at U-M, he was all for it. [Learn more and view other U-M Stories of our State](#)

U-M Newsletters (ex. BEC)

MICHIGAN STORIES

This issue features examples of how the University of Michigan provides research and talent support to small businesses in the state of Michigan. More information can be found at the [Michigan Corporate Relations Network](#).

Polymer Polymath

Internship funding provides key talent and resources to small Michigan technology companies.

Dispatching business expertise to Michigan companies:

U-M helps UP firm grow sales.

Digital Placement Examples cont.

Michigan News

ALL STORIES FOR JOURNALISTS FOR FACULTY FOCUS TOPICS 简体中文 中文 繁體 Portuguese Español

VICE PRESIDENT FOR COMMUNICATIONS
MICHIGAN NEWS
UNIVERSITY OF MICHIGAN

Arts & Culture · Business & Economy · Education & Society · Environment · Health · Law & Politics · Science & Technology · International

U-M health clinic run by students provides free care to Livingston County residents

PINKNEY, Mich.—Inside a 125-year-old red brick building on Main Street in downtown Pinkney is the equivalent of any doctor's office, but this one treats patients regardless of their ability to pay.

Read More >>

ALL STORIES FOR JOURNALISTS FOR FACULTY FOCUS TOPICS 简体中文 中文 繁體 Portuguese Español

VICE PRESIDENT FOR COMMUNICATIONS
MICHIGAN NEWS
UNIVERSITY OF MICHIGAN

Arts & Culture · Business & Economy · Education & Society · Environment · Health · Law & Politics · Science & Technology · International

Thinking on their feet: In-class exercise helps fight childhood obesity while kids learn

THIS IS MICHIGAN | A MOVING SOLUTION

December 5, 2018
Contact: [Laura Bailey](mailto:Laura.Bailey@umich.edu)
bailey@umich.edu

Share on: [Twitter](#) [Facebook](#) [LinkedIn](#)

The Record

Hearing Heroes

Michigan has roughly 80,000 farmers and 52,000 farms, and farming is second only to construction in noise-related hearing loss. More Michigan farmers are protecting their hearing thanks to a program developed at the School of Nursing. In this video, Marjorie McCullough, a professor of nursing, discusses efforts to influence farmers' use of hearing protection. [Read more about this work to protect farmers' hearing.](#)

Michigan Today

Office of the VP for Communications — Keeping alumni and friends connected to U-M

THIS IS MICHIGAN

Boosting economic mobility, stamping out disease, protecting the Great Lakes. U-M creates impact far beyond the classroom, dispersing knowledge and expertise statewide that touches nearly every aspect of our lives. Check out these stories of our work around the state.

Tooth fairy

Every summer, the campers at the CIM Health Camp gather on the grounds in picturesque Big Horn to the Upper Peninsula of Michigan. Kids form around the Register, enjoying the water and sun — and chomping on the dental cavity stick. The dental program at the CIM is one of its Community-Based Dental Education Program sites across Michigan, including Big Horn, Sault Ste. Marie, Mackinac and Traverse City, where the children of migrant farmers receive care. [Read more.](#)

U-M YouTube Channel

YouTube

University of Michigan
22,332 subscribers

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

LIBRARY

- History
- Watch later
- Liked videos
- Favorites
- Show 220 more

SUBSCRIPTIONS

- COMeetup
- Funhaus
- Academy of Ph...
- ACG
- ademkovic
- Adorama
- After Effects Tu...

MORE FROM YOUTUBE

THIS IS MICHIGAN | Hear on the Farm
2,799 views · 1 week ago
More Michigan farmers are protecting their hearing thanks to a program developed by the U-M School of Nursing.
Get the full story here: <http://impact.govern.umich.edu/hear-o...>

THIS IS MICHIGAN | Stories of Our State
PLAY ALL
This series of stories explores the efforts of members of the U-M community to improve our way of life across the State of Michigan. To see more, visit <http://thisismichigan.umich.edu>.

THIS IS MICHIGAN | Prepared to Save Lives
University of Michigan
5.8K views · 6 days ago

THIS IS MICHIGAN | Creatively Engaging Local Communities
University of Michigan
7.9K views · 6 days ago

THIS IS MICHIGAN | Argue Farm Stop Helps Local Foo...
University of Michigan
1.9 views · 6 days ago

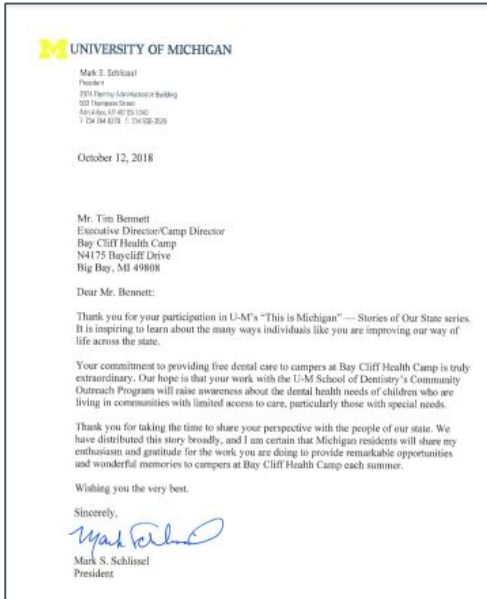
THIS IS MICHIGAN | Hear on the Farm
University of Michigan
2.7K views · 1 week ago

THIS IS MICHIGAN | Shawwassee Comeback Story
University of Michigan
13K views · 1 week ago

Recent stories are also pinned to the top of our U-M Facebook Page.

Other Communication Tactic Examples

President Thank You Letter and Poster



Campus Communications (Started Fall 2018)

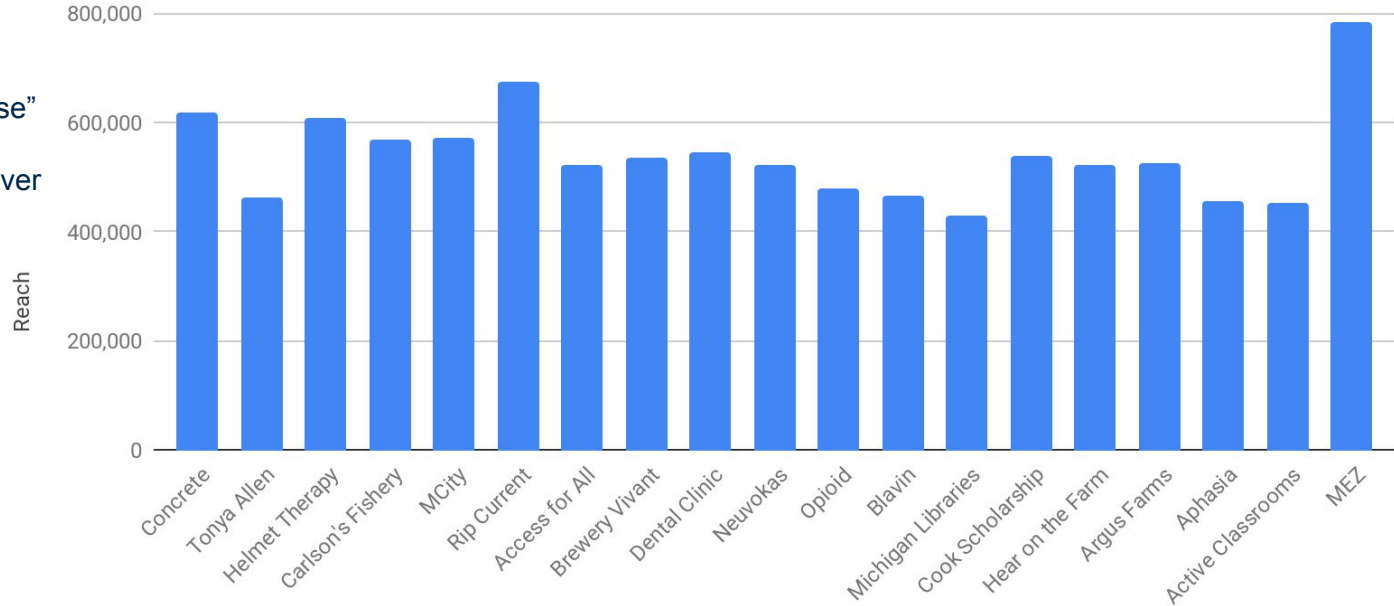


This is Michigan - Paid Social Media Plan Updates

- Since February 2018, our “This is Michigan” paid social campaign focused on serving content to encourage engagement with each individual story.
- Now that we have enough campaign content and we brought our media buying in-house, we shifted our paid media strategy in order to reach more individuals, retarget engaged individuals, and move the most interested individuals to opt-in to receive and interact with additional content.
- This new strategy was put into place starting in 2019 starting with our Michigan Engineering Zone (MEZ) story and since then we have seen the following improvements in our performance.

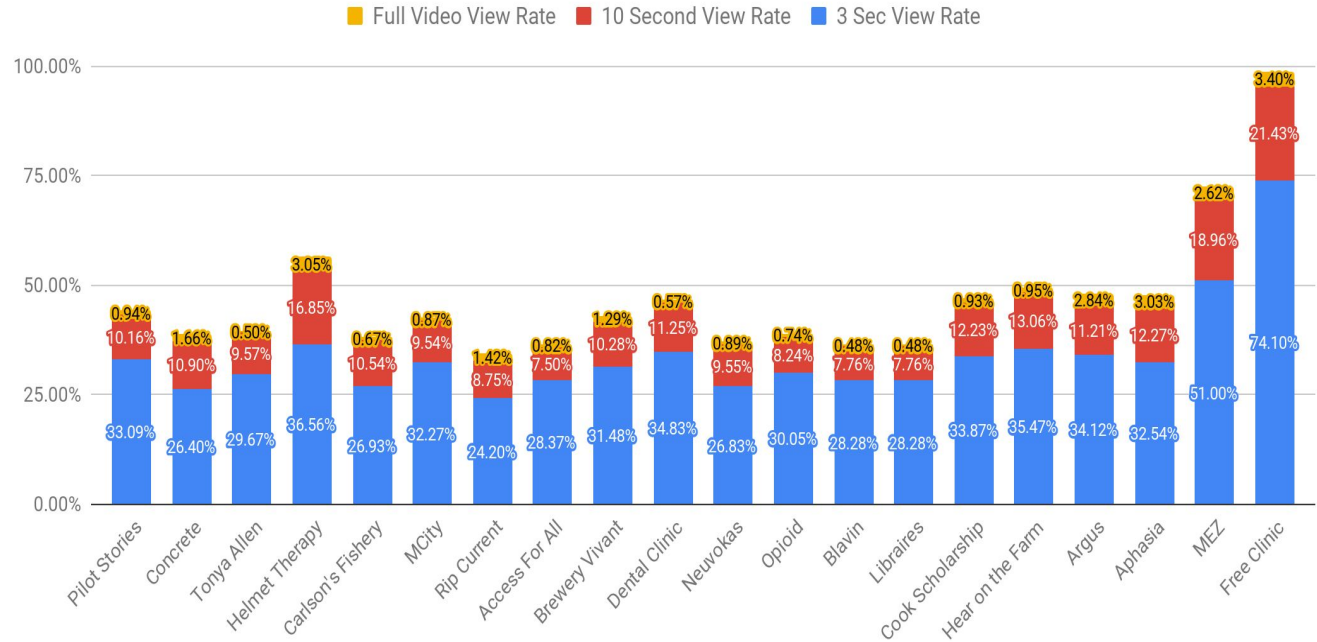
This is Michigan - Paid Social FB & Instagram Reach Per Story

- In shifting our media strategy, our first “in-house” story, MEZ, achieved a **33% increase in reach** over the average reach of previous stories.
- MEZ’s “reach” totaled **782,208** whereas the average “reach” for previous stories was **527,356**.



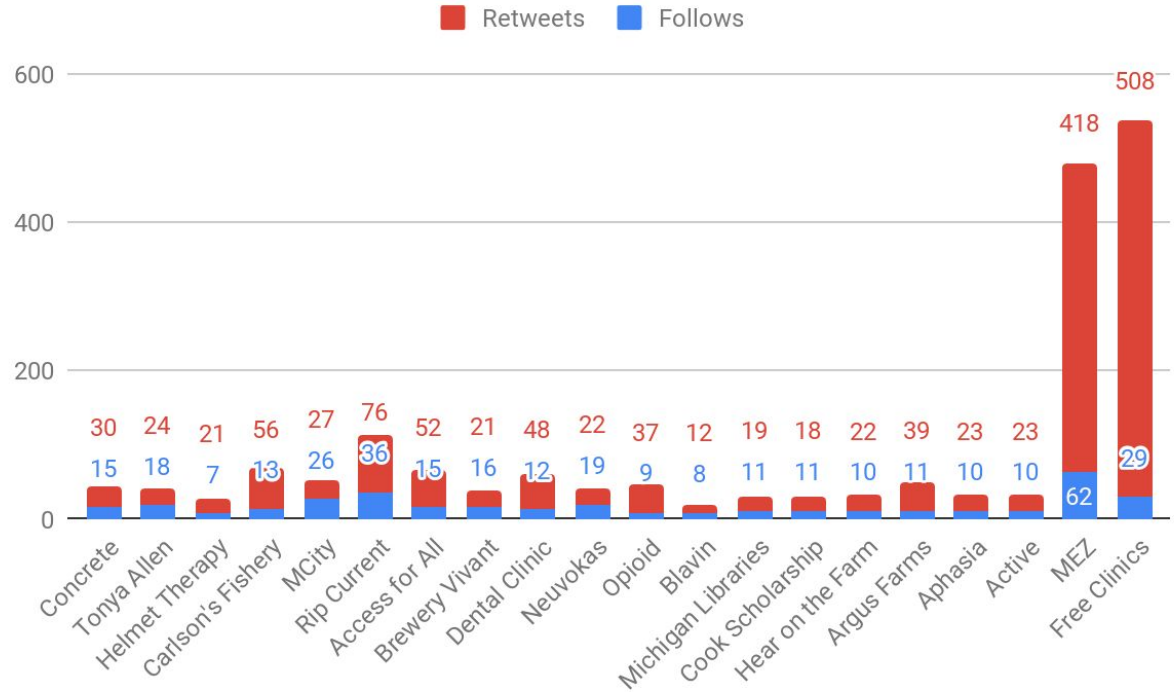
This is Michigan - Paid Social Facebook & Instagram Video Metrics

- The addition of retargeting to engaged audiences, starting with MEZ, is **increasing our video view rates significantly.**
- Please note, Active Classrooms has been removed from this analysis due to uncharacteristically high full video view rate. Further analysis is being done to see if there is an anomaly in the data, if this was based on seasonality, or if the story itself just resonated with more people.



This is Michigan - Paid Social Twitter “Advocacy” Metrics

- The U-M twitter account saw an increase in 62 followers from the MEZ flight and 418 retweets/shares.
- Our updated 2019 strategy includes specific advocacy goals like retweets/shares and social channel growth. With these goals in mind, adjustments to targeting and copy strategies were implemented for the MEZ story flight.



A photograph of a waterfront building with a red roof and a wooden dock. The text "THANK YOU" is overlaid in the center. The building has white siding and a red roof. A wooden dock extends from the building into the water. Three people are visible on the dock. A boat is partially visible on the left. The text "THANK YOU" is written in white, bold, sans-serif font across the middle of the image.

THANK YOU