



PRAIRIE VIEW  
A&M UNIVERSITY

THE OFFICE FOR  
**MARKETING  
AND COMMUNICATIONS**

MARKETING ANNUAL REPORT | 2020 - 2021

# EARNED, OWNED, SOCIAL AND PAID MEDIA

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The Office for Marketing and Communications' work falls primarily into four categories: earned, owned, paid and social media.

Each area is designed to positively influence one another to ensure the PVAMU brand resonates with audiences across the globe.

The following pages provide a snapshot of our work, collaborative campaigns and impact across these four categories.





**153,235**

TOTAL FOLLOWERS  
ACROSS 9  
PLATFORMS



**494**

AD PROJECTS



**568**

PRINT, VIDEO AND  
WEB PROJECTS



**552**

NEWS STORIES



**3,1** MILLION

HOMEPAGE VISITS

# EARNED MEDIA

Local, regional, national, international, and trade news outlets across digital, print, and broadcast platforms are considered Earned Media.

The Office for Marketing and Communications has built deep relationships with members of the media such as reporters, producers, anchors, and editors across the nation in an effort to place stories about the university in front of audiences. Our team also pitches and responds to reporter requests for expert commentary and insight on a wide range of various story topics.



**Between August 1, 2020 - May 25, 2021**

The Office for Marketing and Communications tracked more than **260 print and web stories** about the university.



**REACH FOR**  
August 2020 - May 2021

**2,870,000**

Print/Web

**397**

news stories that ran in television, online, print and news outlets

**2.4**

million people viewed the stories



TELEVISION THE HOUSTON DEFENDER WEEKLY MSN HBCU  
GAME DAY ALJAZEERA KHOU-TV KTRK-TV  
PBS THE HISTORYMAKERS PRINT PRINCETON ALUMNI  
THE WASHINGTON POST HOUSTON CHRONICLE THE  
DALLAS MORNING NEWS HBCU DIGEST SHOW MSNBC RICKY  
SMILEY MORNING SHOW HOUSTON PUBLIC MEDIA TEXAS  
MONTHLY BLOOMBERG MAGAZINE DIVERSE: ISSUES IN HIGHER  
EDUCATION THE HOUSTON BUSINESS JOURNAL NEWS HBCU  
BUZZ NBC NIGHTLY NEWS THE NEW YORK TIMES FORBES  
CHICAGO DEFENDER THE TEXAS TRIBUNE

# OWNED MEDIA

The Office for Marketing and Communications considers owned media as any video, web-based or print products that it can control and promote the University's brand. Products include but are not limited to brochures, one-sheeters, programs, magazines, newspapers, videos, webpages, etc.



**Between August 1, 2020 - May 25, 2021**

The Office for Marketing and Communications completed more than **28,730,543** owned media projects for Prairie View A&M University, including internal project requests.



**IMPRESSIONS FOR**  
August 1, 2020 - May 25, 2021

PRINT: **15,026,000**

VIDEO: **91,005**

WEB/DIGITAL: **1,476,932**

SOCIAL MEDIA: **320,005**

SEARCH: **0**

OUTDOOR: **12,065,042**

PODCAST **2,909**

**TOTAL: 28,730,543**

# SOCIAL MEDIA

Social Media is a collective of websites and applications which enables users create and share content, communicate, interact, content-share, collaborate and participate in social networking.

The Office for Marketing and Communications manages **8** social media account profiles that include **Facebook, Instagram, Twitter, LinkedIn, YouTube, Pinterest, Snapchat** and **TikTok**.

We also track **62 Facebook, 67 Instagram** and **67 Twitter** account profiles affiliated with the university which we provide regular ongoing counsel to including Athletics and Enrollment Management.



FACEBOOK



INSTAGRAM



TWITTER



LINKEDIN



YOUTUBE



PINTEREST



SNAPCHAT



TIKTOK



**IMPRESSIONS FOR**  
August 1, 2020 - May 25, 2021

**8**

Official PVAMU managed  
accounts

**39%**

Increase in social media  
followers



## PAID MEDIA

Paid media is external marketing efforts that involve paid placement. These can include advertisements such as billboards, radio, television, digital and web properties, terminal signage such as airport and public transportation areas, social media platforms such as Facebook, search engine marketing and print.



**Between August 1, 2020 - May 25, 2021**

The Office for Marketing and Communications completed **68,733,293** print and digital advertising projects.



### IMPRESSIONS FOR August 1, 2020 - May 25, 2021

PRINT: **12,500,000**

VIDEO: **1,873,880**

WEB/DIGITAL: **3,895,455**

SOCIAL MEDIA: **11,463,958**

SEARCH: **0**

OUTDOOR: **39,000,000**

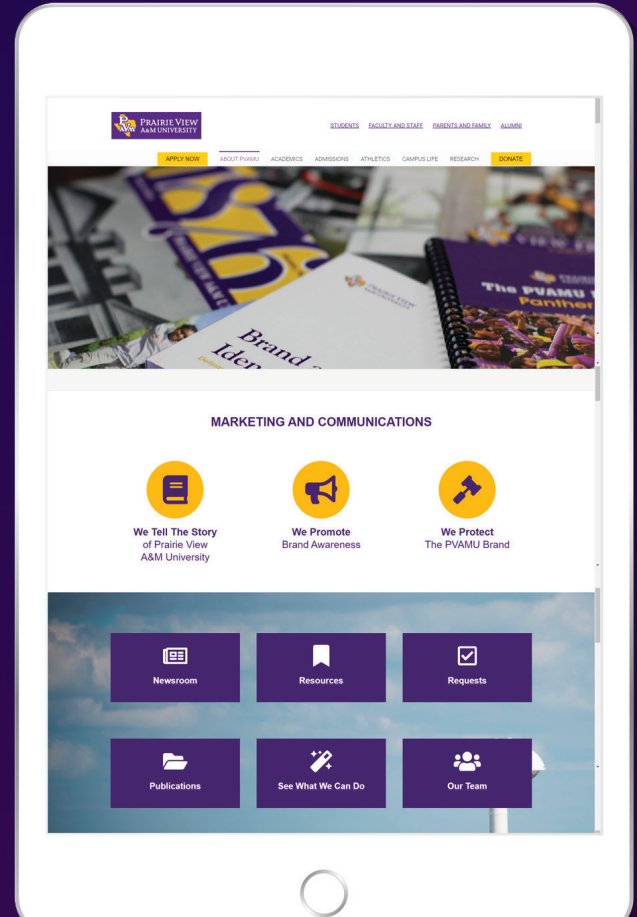
**TOTAL: 68,733,293**

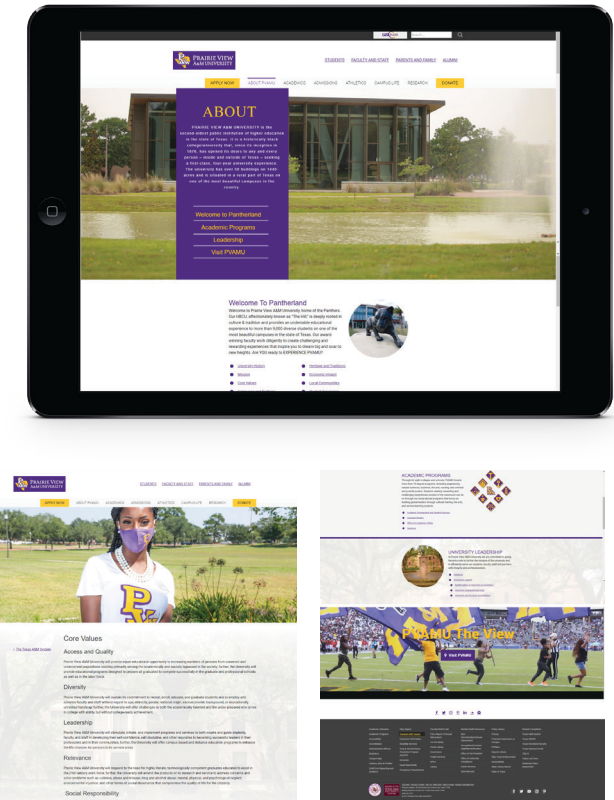


# CREATIVE SAMPLES

The Office for Marketing and Communications develop a broad assortment of creative marketing materials to promote the university's brand, reach varied audiences and stakeholders and to support an array of different institutional goals. Materials include marketing collateral pieces (e.g., brochures, posters, flyers, banners), digital and video pieces, call-to-action advertisements, brand identification, and signage.

BELOW ARE A FEW SAMPLES OF THE OFFICE  
FOR MARKETING AND COMMUNICATIONS  
RECENT CREATIVE WORK.





PVAMU Web Site

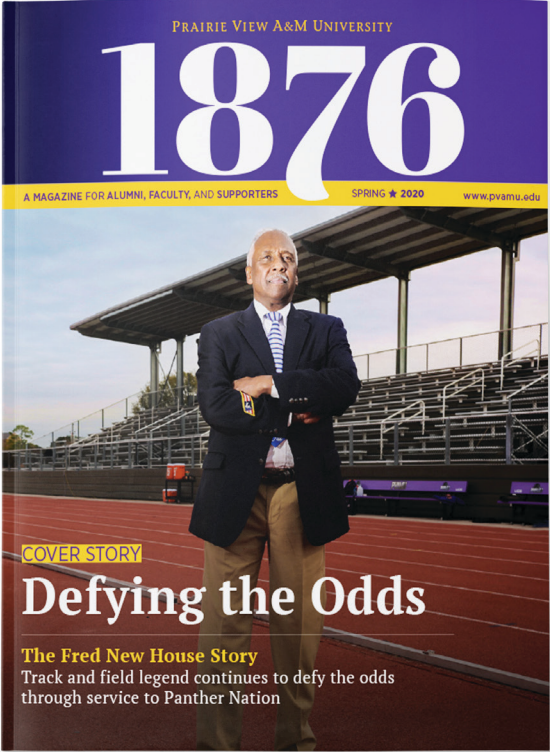


Social Media visuals (Instagram, Facebook, Twitter...)

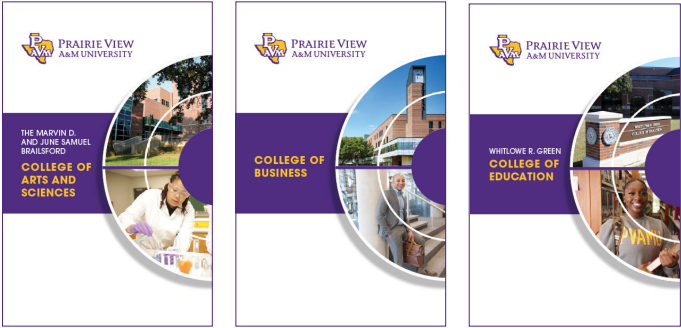


PVAMU Billboards

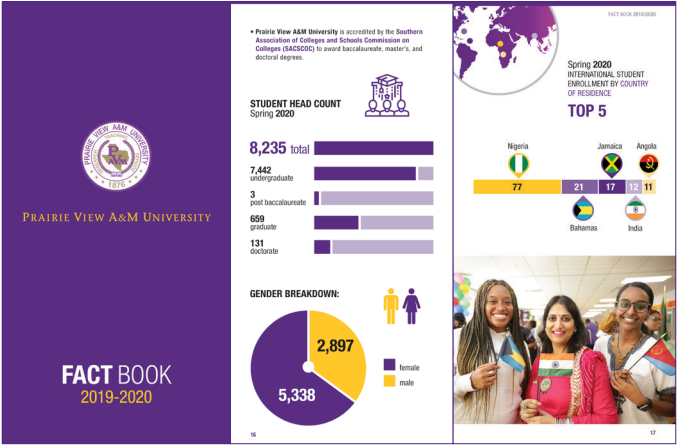




PVAMU Magazine 1876



PVAMU Booklets

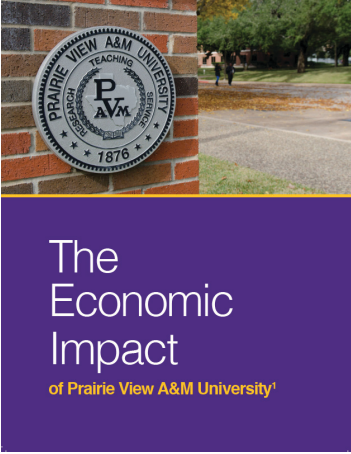


PVAMU FACT Book

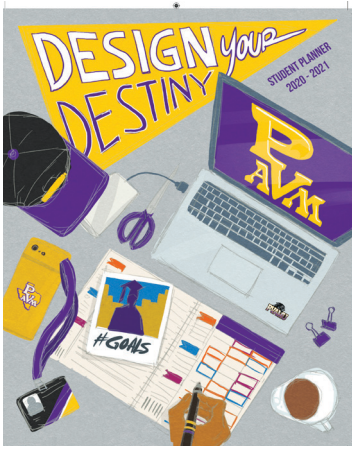




PVAMU Advance Your Career



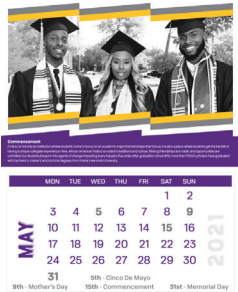
PVAMU The Economic Impact brochure



PVAMU Planner



PVAMU Calendar 2021



## BEST PRACTICES

The Office for Marketing and Communications launched two monthly workshop series; The Social Media Council and The Communications Council, designed to share best practices in marketing and communications with university members who have been identified to represent their respective colleges, units or departments.

One of our goals has always been to lead, counsel and educate our university partners and enhance our collective communication to ensure we represent the best Prairie View A&M University has to offer.



### **In 2020-2021**

Approximately **101** individuals from across campus have attended and participated in our workshops.





# MARKS OF EXCELLENCE

## CASE AWARDS 2020



Circle Of Excellence - **GOLD CASE WINNER** (Social Media)



Circle Of Excellence - **GOLD CASE WINNER** (Video-Short)



Circle Of Excellence - **SILVER CASE WINNER** (Writing Series)



Circle Of Excellence - **SILVER CASE WINNER** (Photography)



Circle Of Excellence - **SILVER CASE WINNER** (Enviromental Graphic Design)



Circle Of Excellence - **BRONZE CASE WINNER** (Digital Communications)