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<th>Amherst</th>
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| Major national and Boston media coverage details rise of the flagship campus as a Top 30 Public University and its impact as a national research institution. Coverage includes U.S. News (rankings), New York Times (malaria, solar neutrinos), Boston Globe (military body sensors, T station design for the blind, blue fin tuna, $10 million gift, Amazon virtual bookstore). National TV coverage includes CNN (school shootings interview with provost), MSNBC (race provost), interview with shootsings (school includes CNN coverage National TV bookstore). Amazon v $10 million gift, blue fin tuna, for the blind, station design sensors, T (military body | UMass Boston had more than 800 substantial hits in major news outlets. These included: • More than 100 stories in *The Boston Globe*, with at least two dozen targeted meaningful hits, including: o Coverage of our 50th anniversary activities o Article on pharmaceutical company Sanofi giving $1 million to UMass Boston because it shares the university’s vision for improving student skills in STEM professions. o Feature in Diversity Magazine on our partnership with Dorchester’s Mather School, with UMass Boston providing mentorship to a growing population of Vietnamese students • Exposure in national outlets such as *Time, The New Republic, The Daily Show, USA Today, Al-Jazeera America, National Journal, The Associated Press, Esquire, NBC News, NPR’s Morning Edition, Fresh Air, and All Things Considered, Chronicle of Higher Education, Forbes, and The New York Times.* • A full half-hour episode of the WCVB newsmagazine *Chronicle*, devoted to the university’s history and its evolution as a major research institution. • Chancellor J. Keith Motley appeared on several television public affairs | UMass Dartmouth is creating news stories on a weekly basis that are distributed to media outlets locally, regionally, and nationally when appropriate. There has been substantial success in having those stories appear in print including the New York Times, the Washington Post and the LA Times and on major websites like the Huffington Post. Those stories and other feature articles are utilized on the website and in a variety of social media channels including Facebook, Twitter, Instagram and Pinterest. We created an Annual Research Report in Fall 2014 that highlighted the work of our researchers and that report was distributed widely to University Presidents/Chancellors, Provosts and our peers. We also distributed a • Produced and distributed hundreds of success stories through UMass Lowell Magazine (circulation: 65,000+), Newsline, 2014 Report Card, the UMass Lowell website, college and department newsletters, Engineering Solutions, A Very Good Year, Arts & Ideas and numerous special-purpose publications. • Increased awareness and reputation by hosting important newsmakers, leaders and scholars, including U.S. Senator Elizabeth Warren, author Piper Kerman, actress Meryl Streep, science celebrity Bill Nye and Governor Charlie Baker. • Conducted an editorial board tour with Chancellor Meehan leveraging data showing geographic distribution of students, staff and alumni. Effort resulted in positive stories and/or editorials in the Nashua Telegraph (NH), Manchester Union Leader (NH), Lawrence | FY14 was a successful one for the medical school’s office of communications in meeting the stated goal of developing and distributing a number of success stories across a wide and diverse range of publications. We achieved a 5% increase in the number of earned media placements over the previous fiscal year. In addition, the office of communications produced 30 Expert’s Corner videos and launched an online health information initiative with 23 pediatric videos, in which our pediatric faculty answer some of the most commonly asked questions. Some of the more notable media placement successes from FY2014 include: • “Permanently changing eating and exercise habits” Sherry Pagoto, PhD, associate professor of medicine, is calling for an end to the “diet debates” in a new commentary published in the Journal of the American Medical Association. (This was picked up by a dozen national media outlets including the Boston Globe, Huffington Post, Fox, WBUR, NPR’s Here and Now, ABC News) • “Chance meeting leads to novel preeclampsia treatment” Melissa J. Moore, PhD, Howard Hughes Medical Institute Investigator, the Eleanor Eustis Farrington Chair in Cancer Research and professor of biochemistry & molecular pharmacology, talks to the Boston Globe about her research to find a treatment for preeclampsia, a medical condition that
shows in June to promote the 50th anniversary, including WHDH’s “Urban Update,” WCVB’s “City Line,” and WGBH’s “Greater Boston.”


- Media experts commenting on a range of issues from the Boston mayoral race to the Boko Haram kidnappings, unrest in Nigeria.

- brochure listing the new faculty who had joined the staff as tenured or tenure-track members. Information has been distributed to alumni on a monthly basis through an e-newsletter, and the Alumni Magazine will be published in March 2015 to highlight the many accomplishments over the past year.

- Eagle-Tribune, MetroWest Daily News and Worcester Telegram, all papers that traditionally do not cover UMass Lowell.

- Continued rapid growth of the Deshpande Symposium for Innovation & Entrepreneurship in Higher Education with 250 attendees from 80 colleges and universities across the U.S., Canada and India, establishing UMass Lowell as a leader in higher ed for innovation and entrepreneurship.

- effects pregnant woman and can cause babies to be born prematurely.

- “Even More Addictive Cigarettes” A study by UMass Medical School and the Massachusetts Department of Public Health finds that the amount of nicotine delivered via smoke, known as nicotine yield, increased sharply from 1998 to 2012 even as the total amount of nicotine in cigarettes has leveled off. Wenjun Li, PhD, associate professor of medicine in the Division of Preventive and Behavioral Medicine, was senior author of the study. (This ran in the New York Times, NPR, Boston Globe and Huffington Post)

- “F.D.A. Announces Stricter Rules on Tanning Beds” Mary Maloney, MD, professor of medicine and director of dermatologic surgery, and Sherry Pagoto, PhD, associate professor of medicine, are quoted in an article about stricter regulations from the FDA on the use of tanning beds for anyone under the age of 18. (This ran in the New York Times)