



## Bloomsburg University of Pennsylvania Uses Media Monitoring to Prove PR ROI



**Critical Mention recently spoke with Tom McGuire, Director of Media Relations and Content Strategy at Bloomsburg University, a comprehensive public university located in Bloomsburg, Pennsylvania about its PR and media monitoring strategy.**

Since 1839, Bloomsburg University has built a rich history of academic excellence as one of 14 public universities in the Pennsylvania State System of Higher Education. With over 8,000 undergraduates, it prepares and inspires students to become dynamic and confident leaders. The university has been recognized nationally by the U.S. News and World Report as one of the Best Regional Universities, northern region in Best Colleges rankings and in 2015 one of 240 colleges to receive the Carnegie Classification--awarded for demonstrating an institutional commitment to volunteerism and community involvement.

**Critical Mention:** What are your primary marketing goals this year as Director of Media Relations and Content Strategy at Bloomsburg University?

**Tom McGuire:** Our goal is to tell the story of Bloomsburg University, its students, faculty and staff, and to increase awareness of the institution, locally, regionally and state-wide. Should we get any national publicity that would be an added bonus.



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**Critical Mention:** What were some challenges you faced in tracking your news for your university?

**Tom McGuire:** The biggest challenge we have faced is tracking the appearances in smaller, weekly papers. We do quite well reaching the smaller papers, but have had trouble tracking it.

**Critical Mention:** How do you use Critical Mention in your day-to-day?

**Tom McGuire:** My day starts by checking the morning update I receive at 8 a.m. and checking to see what is useful to me. I then log in to the site and save any files or news reports that are worth keeping.

**Critical Mention:** Which features of Critical Mention do you use, and how does it benefit your institution in overcoming these types of challenges?

**Tom McGuire:** I love to see the dollar value of the news we can generate. Knowing that

we have been able to generate more than \$100,000 of media hits since January 1st is information our leadership team is very interested in having.

**Critical Mention:** Is there a time where Critical Mention helped you get ahead of the news that affected your university?

**Tom McGuire:** In a positive way we had an alum featured in the online version of Sports Illustrated, and we would not have known about it if it were not for Critical Mention. Of course, we shared that news far and wide, both on our Alumni Facebook page and the general university Facebook page.

