

TEXAS SOUTHERN UNIVERSITY

UNIVERSITY ADVANCEMENT

MEDIA COVERAGE



MEDIA COVERAGE HIGHLIGHTS

Houston Defender TSU Opens health science complex

Houston Defender Texas Southern earns landmark accreditation

Houston Chronicle TSU leader to step down

Houston Chronicle Tigers travel a tough road to SWAC play

Click2Houston Texas Southern hiring Michael Haywood as football coach

Houston Chronicle TSU students use social media to prompt change

Essence, ABC-13 Mother, Daughters flee Boko Haram, graduate from TSU



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MEDIA COVERAGE HIGHLIGHTS

Houston Chronicle TSU president open to working with UT on expansion

HBCU Digest TSU takes top honors at National Black Educators conference

Houston Chronicle Mr. Fix-it: TSU's next president should emulate his predecessor

Houston Defender Whalum in spotlight at TSU commencement

Houston Chronicle Tigers travel a tough road to SWAC play

Style Magazine Eva Pickens named VP of University of Advancement

Houston Chronicle Rout of Panthers keeps Tigers atop SWAC



OneTSU

TELEVISION/RADIO FEATURES

1. Nigerian refugee family marks new chapter with TSU graduation – ABC -13
2. Texas Southern University 'Ocean of Soul' marching band director resigns – ABC -13
3. NCAA, TSU host pep rally for 2016 Final Four – KPRC Click2Houston
4. Dr. Rudley interview on Crossroads with Melanie Lawson to discuss campus safety and the campus carry law – ABC-13
5. Dr. Rudley interview in Newsmakers with Khambrel Marshall – KPRC Click2Houston



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COMPLETED IMPACTFUL PROJECTS

1. Coordinated meeting between President Rudley and the Houston Chronicle's Editorial Board
2. Coordinated meeting between President Rudley and the weekly community newspapers
3. Identified, met with and confirmed new members for the Foundation Board
4. Kirk Whalum's A Gospel According to Jazz concert
5. Completed graphics for TSUPD See Something Say Something Safety Campaign

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WORKING IMPACTFUL PROJECTS

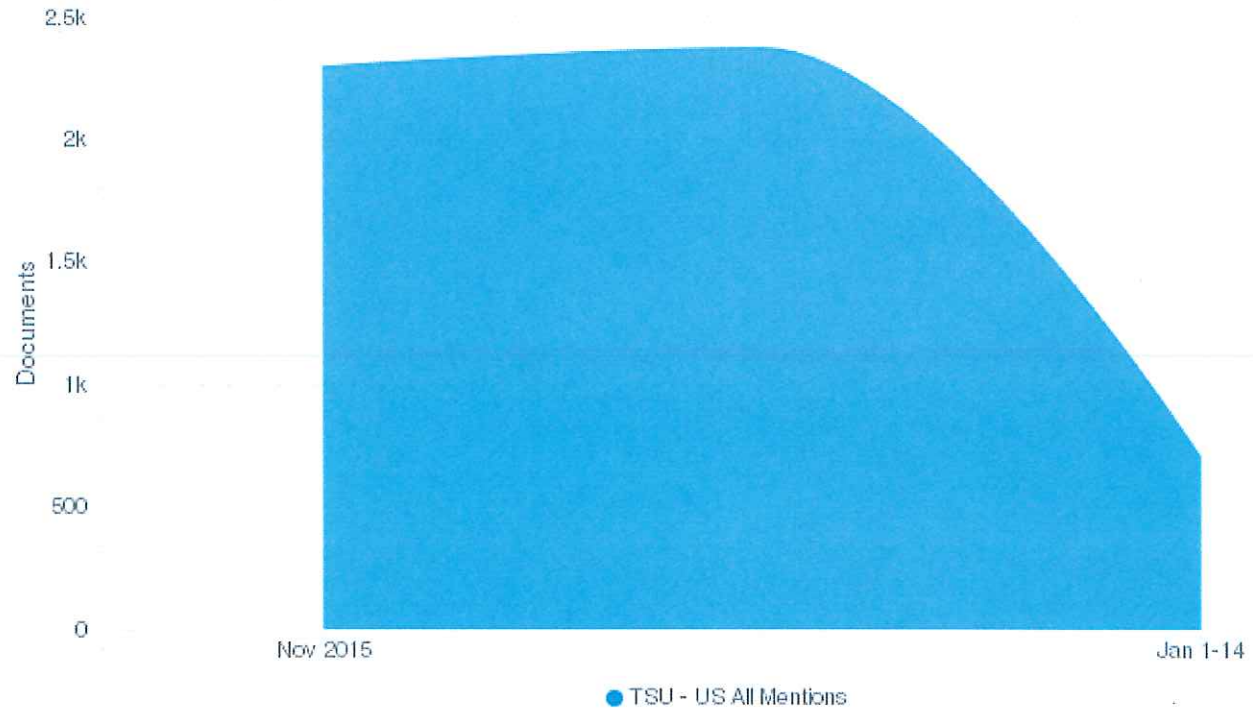
1. Collaborating with TSU Theatre to present the play Johnnie B. Goode as a University fundraiser
2. Compiling articles and feature stories for the InsideOneTSU 2016 magazine
3. Archiving university photographs taken by Earlie Hudnall
4. Creating a virtual tour of the campus



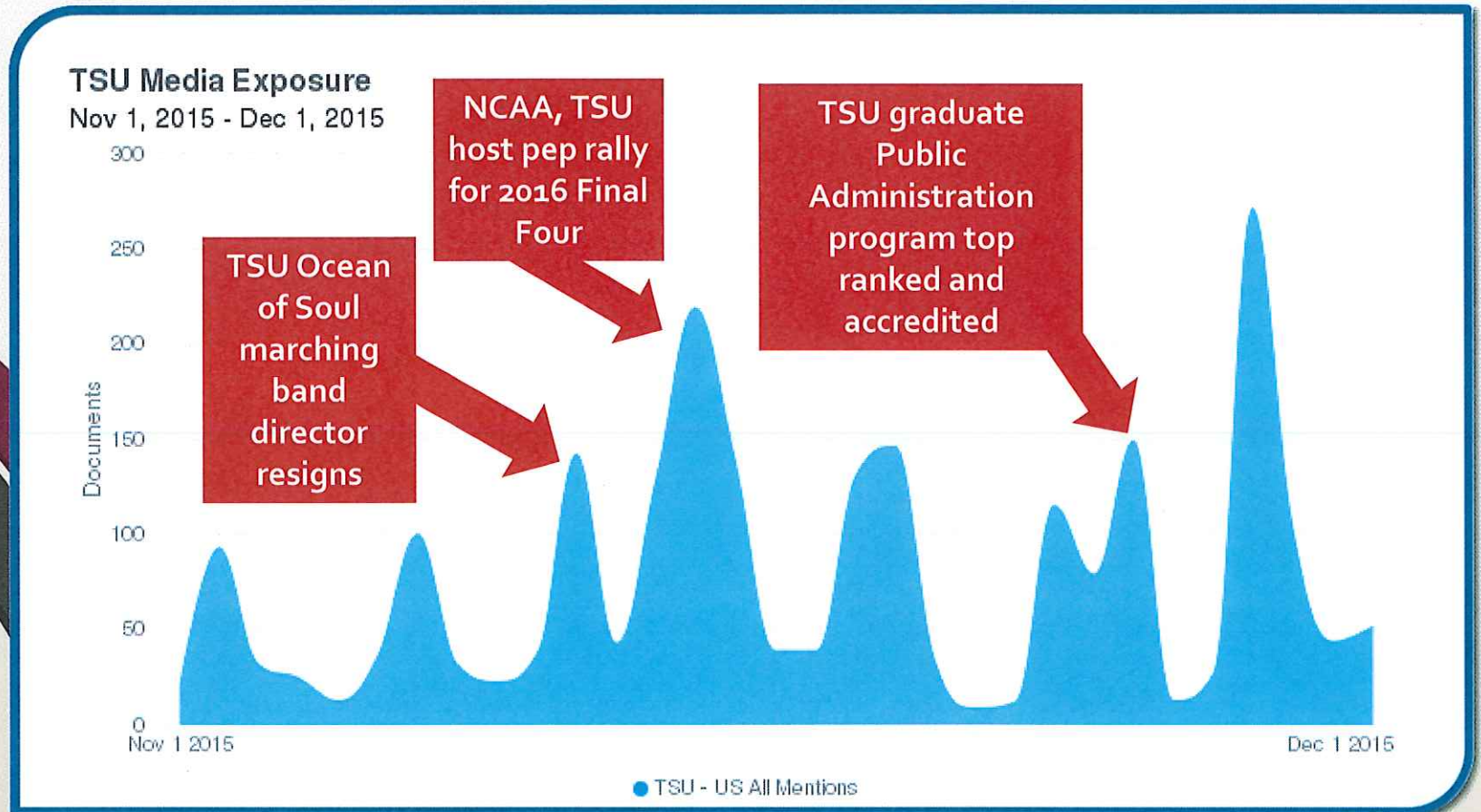
OneTSU

TSU – US ALL MENTIONS

TSU Media Exposure
Nov 1, 2015 - Jan 14, 2016



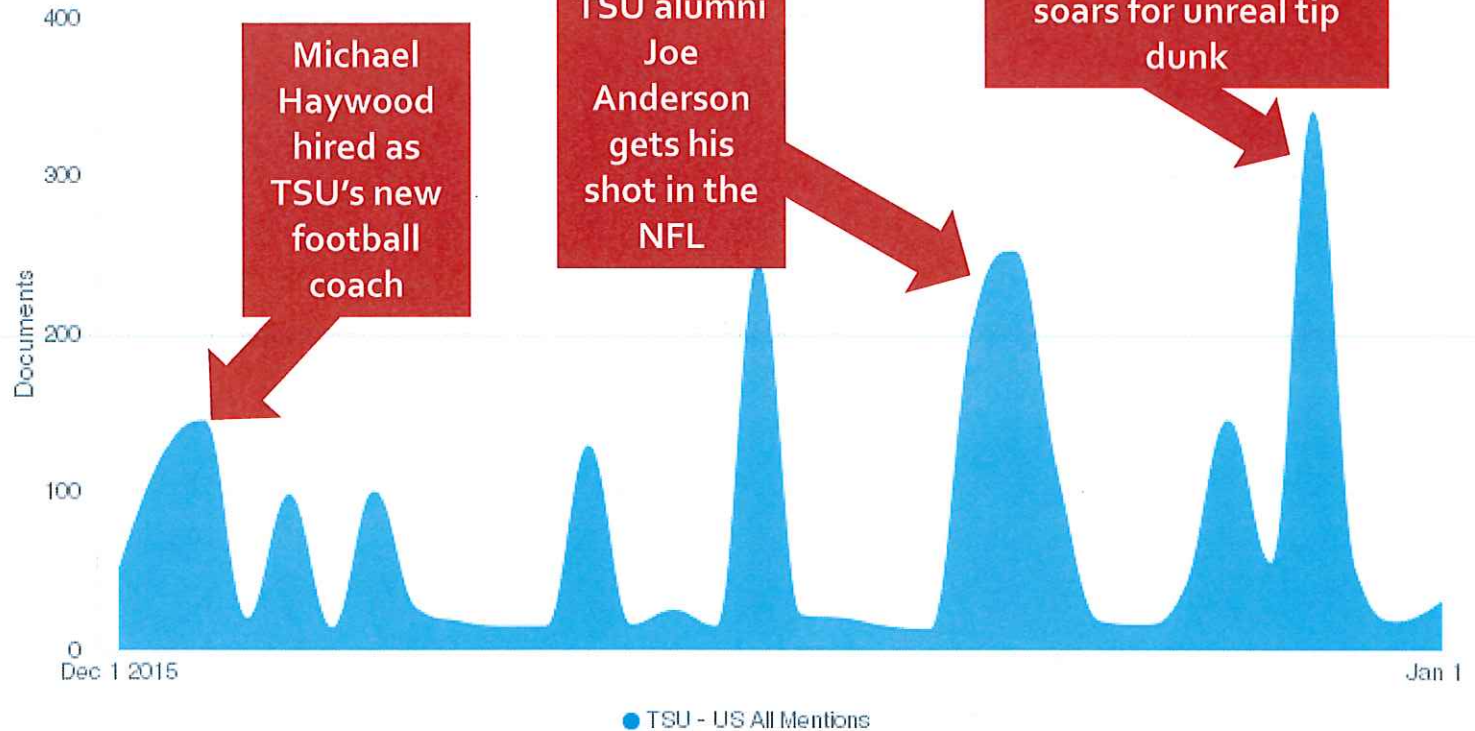
TSU COVERAGE ANALYSIS NOVEMBER 2015



TSU COVERAGE ANALYSIS DECEMBER 2015

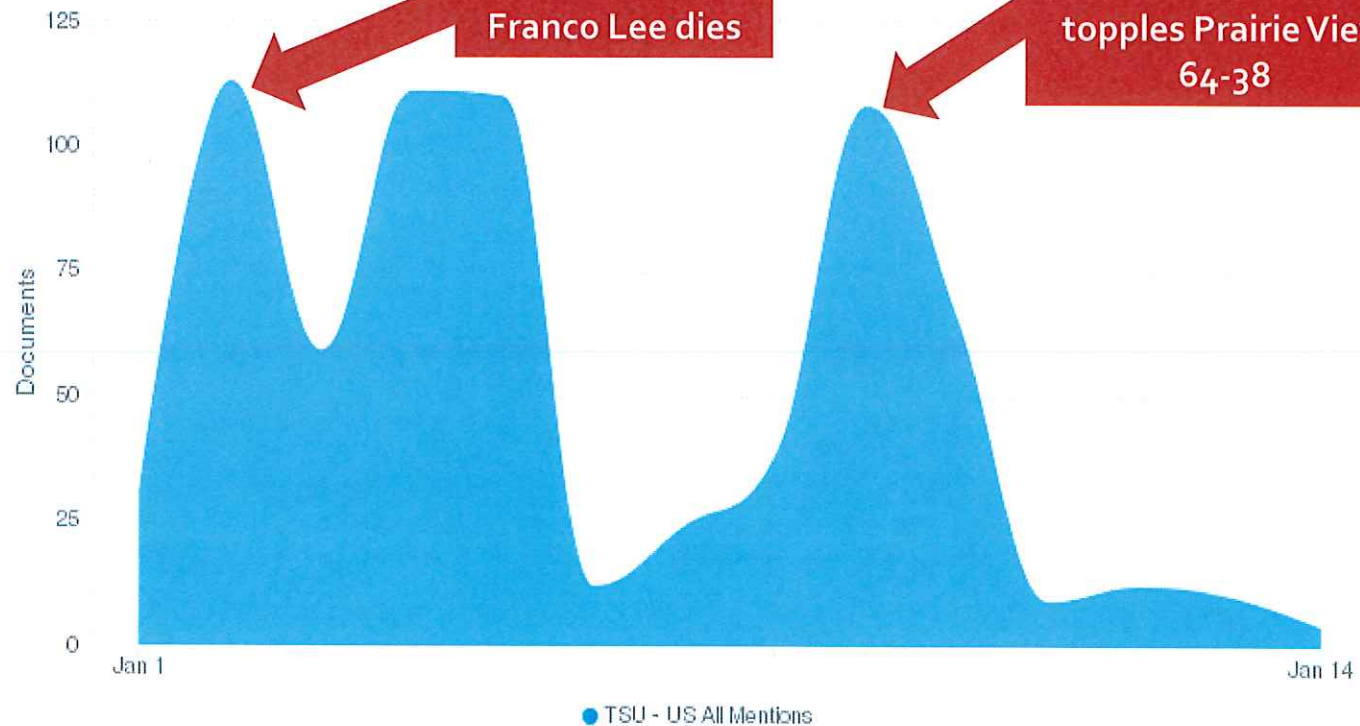
TSU Media Exposure

Dec 1, 2015 - Jan 1, 2016



TSU COVERAGE ANALYSIS JANUARY 2016

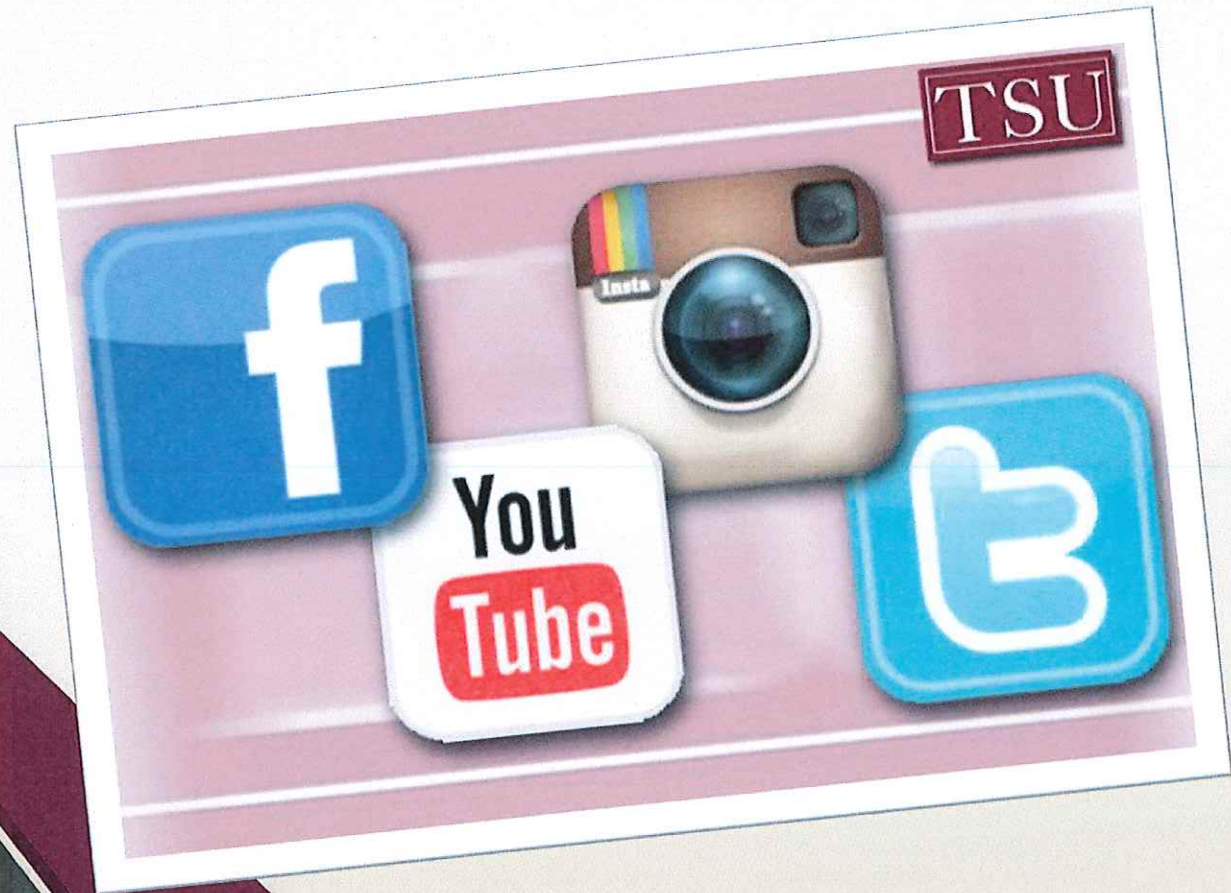
TSU Media Exposure
Jan 1, 2016 - Jan 14, 2016



TEXAS SOUTHERN UNIVERSITY

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SOCIAL MEDIA COVERAGE



TEXAS SOUTHERN UNIVERSITY

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TSU SOCIAL MEDIA ACTIVITY



Facebook: [Texassouthernuniversity](#)

(Last 28 days)

Likes.....**24,163**

Shares.....**4,472**

People Reached..... **162,378**



Twitter: [@Texas Southern](#)

Followers..... **4,938**

Retweets.....**188,995**

(*97.39 % of our tweets are retweeted)



Youtube: [TexSouthern](#)

Subscribe..... **275**

Views.....**77,058**



Instagram: [texassouthern](#)

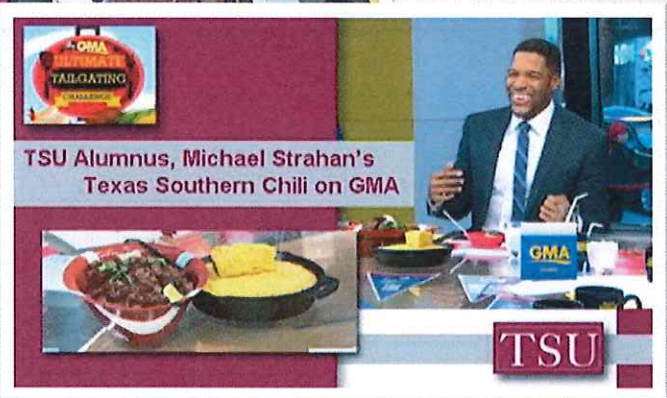
Followers.....**1,380**

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OUR DESIRE TO SUCCEED

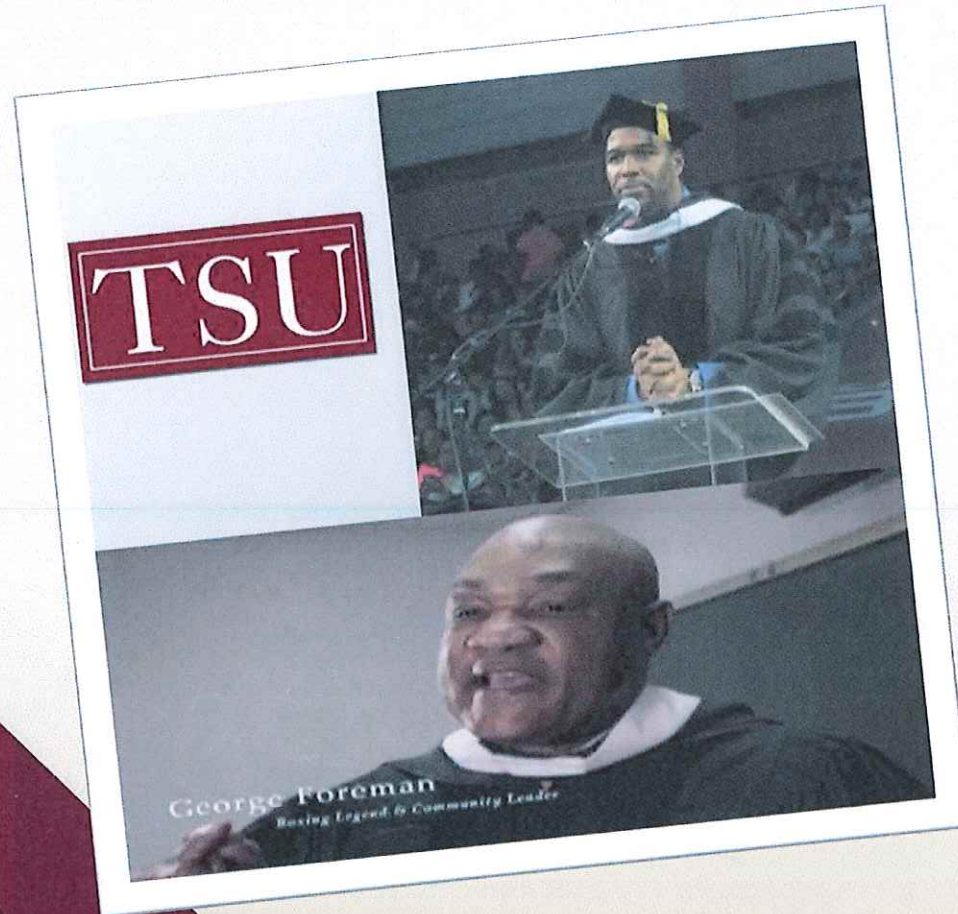
Outreach Events that Heightened TSU's Brand



TEXAS SOUTHERN UNIVERSITY

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FOREMAN/STRAHAN TSU PROMOTION





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