

# FY'26 Q1 REPORT

## Earned Media

### University of Utah in the News

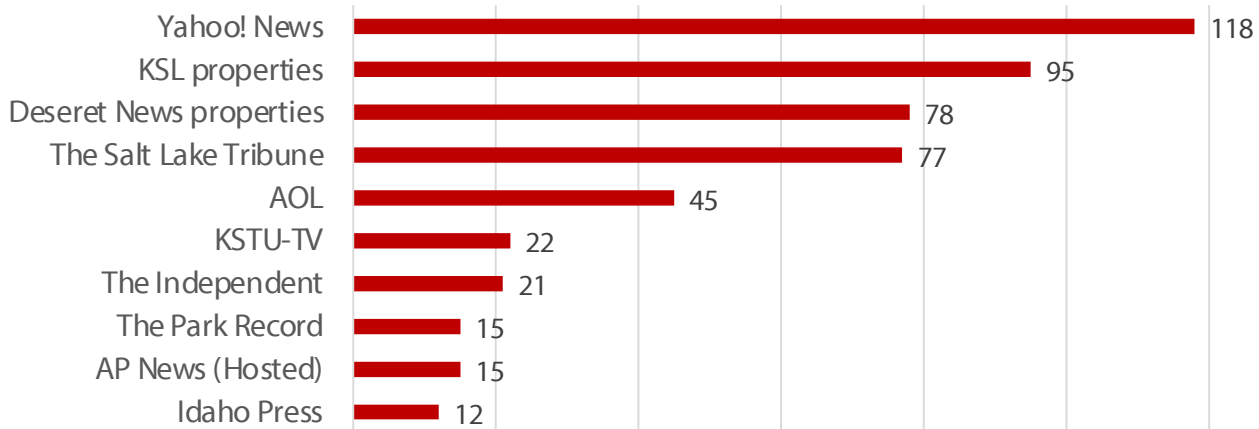
6,806

Articles appearing in the news about the U

4%  
Neutral & Negative

96%  
Positive

#### Top 10 Media Sources



### IMPACT 2030

Student  
Success

122  
Articles

Research &  
Innovation

3,111  
Articles

Service to Our  
Community

99  
Articles

# FY'26 Q1 REPORT

Owned Media

@theU

504,566

Pageviews

(Up 54% from same quarter last year—  
*Charlie Kirk Statement & Big Noon Kickoff*)

207

New Articles

Student  
Success

32

Articles

Research &  
Innovation

32

Articles

Service to Our  
Community

51

Articles

IMPACT  
2030

@UUTAH SOCIAL



Total Audience

773,580



6%

Compared to same quarter last year

24M

IMPRESSIONS



613K

ENGAGEMENTS



3.1M

VIDEO VIEWS



University of Utah Magazine

74%

say they read most/all issues

84%

rate it as excellent/good

90%

Say it strengthens their connection to the U

