

## ***Remembering Howard Jones Eastern Virginia Medical School***

### ***Deploying the press release & original content***

Within an hour of Dr. Jones' death, we disseminated a news release/story to media contacts:

[http://www.evms.edu/evms\\_news/howardjonesjrmdfatherofivfintheunitedstatesdiesat104.html](http://www.evms.edu/evms_news/howardjonesjrmdfatherofivfintheunitedstatesdiesat104.html)

According to our media-monitoring reports, a variety of national news outlets read our release including (outlets in bold used EVMS-supplied content):

- ***The Washington Post*** (combination of staff and wire reports) — Two recipients read the release.
- ***Huffington Post*** (AP story) — Two recipients read the release.
- NPR
- *New York Daily News*
- *Boston Globe*
- ***USA Today***
- *Miami Herald*

During that same time period, we published a series of Web pages providing original content and media resources:

- General news page — [http://www.evms.edu/evms\\_news/howard\\_jones/](http://www.evms.edu/evms_news/howard_jones/)
- Media resource page — [http://www.evms.edu/evms\\_news/howard\\_jones/media/](http://www.evms.edu/evms_news/howard_jones/media/)  
*\*This page was narrowly targeted at journalists. We recorded 30 pages views from 15 unique visitors with an average time on page of 7 minutes. This was an excellent result given we have only 3 local network TV stations and 2 regional newspapers. This URL was not released to the public.*

### ***Documenting use of EVMS-generated content***

One of our goals was to have external media use EVMS-developed content. With shrinking newsrooms, it is increasingly difficult to secure coverage. While we hoped that journalists would take advantage of the b-roll and other resources provided to craft stories, we were thrilled that multiple outlets used EVMS-produced video packages. **This is not typical for our market** and speaks to the success of our efforts as well as the quality of the content we provided. Our regional newspaper embedded one video package in their coverage of a campus memorial service held in August. Two local TV stations embedded EVMS video and images in lieu of creating their own packages:

- WTKR.com (TV station) coverage (includes embedded video) — <http://wtkr.com/2015/07/31/howard-jones-father-of-in-vitro-fertilization-in-the-u-s-dies-at-age-104/>
- WAVY.com (TV station) coverage (includes embedded photos and video) — <http://wavy.com/2015/07/31/father-of-in-vitro-fertilization-dies-at-age-104/>

Additionally, *Fertility Magazine* asked in January to reprint our 6-page feature story (from *EVMS Magazine*) on Dr. Jones in its entirety. We supplied them with our inDesign files for this purpose. The story will publish in the July 2016 issue (Vol. 19). This publication will coincide with the annual meeting of the European Society of Human Reproduction and Embryology July 3-6, 2016, in Helsinki, Finland.