

What's Newsworthy?

In our Marketing and Communications department, the newsroom team will consider any story that reinforces the impact and value of a Curry College education. Often, it can be a positive story about a faculty member, student or program. Other times it might not be a story about the institution directly, but shows the expertise of our faculty, or the ingenuity of our students.

Ultimately, the goal of our content strategy is to elevate the reputation of the College and to influence prospective families (supporting admissions), current community members (supporting retention), and external constituents (supporting fundraising/advancement and our public reputation).

Included below is the criteria we evaluate as we select stories for our print and digital publications and channels:

Annual/Seasonal Events

Our College leads a series of hallmark events each academic year that we cover including Convocation, Commencement, and the Annual Awards series.

- [Curry College Welcomes Class of 2024 with Virtual Convocation](#)
- [Virtual Awards Celebration Recognizes the Best of Curry College](#)
- [Dr. Yvonne Spicer Inspires Students at MLK Celebration Event](#)

Novelty/Rarity

What's happening on and off campus that's new, creative, or unique? This could include events, programs, classes, or clubs and sports.

- [Curry's Music Program Launches Creative Programming for Fall Semester](#)
- [State of the Art Analytical Technology Incites New Era of Research at Curry](#)

Impact/Outcomes

What is the impact or outcome of the news/story? Often these stories have to answer the "so what" question. Generally, our lens with impact stories is to demonstrate the real-world application or outcomes of our students and alumni.

- [At Citizens Bank, Brittany Soares '21 Turns Her Summer Internship into a Full-Time Job Offer](#)
- [97 Percent of Recent Curry Graduates are Employed, in Graduate School](#)

Prominence

Recognized by a professional organization? Quoted or published in a major media outlet? Making history as the first or only in a new avenue? Tell us more!

- [Psychology Professor Dr. Ann Marie Leonard Zabel Honored with Lifetime Achievement Award](#)
- [Brenda Perez '04 Makes History as Brockton's First Female Police Lieutenant](#)
- [Curry Ranked in College Consensus' Top 30 Best Colleges for Students with Learning Disabilities](#)

Timeliness/Trends/Topical News

How does the news/story tie in larger global/national/regional news trends?

- [Students Learn Real-Time Global Economics in the Age of COVID with Dr. Ishani Tewari](#)
- [Curry's Career Advisors Provide Parachute for Grads Jumping into Uncertain Job Market](#)

Human Interest

Sometimes the people of Curry College are up to fun, creative, or unique adventures and we like to capture those stories as well.

- [With Sports Cancelled, Jack Supino '21 Creatively Delivers Fun for Fans with Simulated NBA Game Play](#)
- [Catching up with Chris Mckee vs. Cancer](#)

A Window into Curry College

Our content strategy serves as an extension of our marketing to prospective families and thus our news stories can offer a rare look into our programs and people.

- [Dr. Mia Khera Produces New Research...and our World's Future Helpers](#)
- [Curry Community Gain Deeper Connection with Remote Learning](#)
- [First European Trip for Men's Hockey Inspires Personal Growth, Deep Family Connection, and Lifetime Bonds](#)

We welcome any and all news submissions or story ideas from the Curry community, and will evaluate each with these criteria in mind. We distribute news on a variety of platforms (from *Curry Magazine* to Twitter), and will also consider how to garner the most value and impact for each item based on audience, interest and newsworthiness. Please note that content may be distributed on all or only some of our platforms on the basis of that evaluation.

For any questions or to send story ideas, please reach out to Liz Matson at liz.matson@curry.edu