

Council for Advertising & Support of Education

Nominee: Rutgers University

Nominee contact: Megan Castro, Senior Public Relations Specialist, R-Comm

Nominee contact email: mcc257@echo.rutgers.edu

Award categories: News/Feature Series or Collection

Award title: In Sandy's Wake

Introduction



On October 29, 2012, Superstorm Sandy hit New Jersey with devastating force, upending lives and leaving a \$30 billion trail of destruction.¹ Its aftermath revealed the vulnerability and challenged the viability of coastal communities. But in Sandy's wake, Rutgers has led the search for long-term and sustainable solutions.

Rutgers' Office of Communications and Marketing (R-Comm) created a digital package to commemorate the impact of Sandy on New Jersey and showcase how the university supported post-storm recovery, mitigation and adaptation.

Goals and Objectives

Our Sandy package was designed to provide a multifaceted analysis of how Sandy affected life in New Jersey, the Tri-state area and beyond, and showcase the myriad ways Rutgers helped respond. Washing through the entirety of the articles was the objective to present tangible

¹ <https://dep.nj.gov/sandy-10/>

aspects of response and recovery: what Rutgers did, what we continue to do, and how that work is making a difference in people's lives – now, and into the future.

We identified three main goals for the creation of this package:

1. Raise awareness of Rutgers' expert contributions to Sandy recovery and post-storm mitigation and adaptation.
2. Showcase Rutgers' academic expertise on climate prediction, planning and resiliency
3. Facilitate broader conversation on how climate change is impacting New Jersey.

Activities

Content

Five articles were written by our award-winning team of writers, the stories were crafted to captivate readers, illustrate the breadth of Rutgers climate-related expertise, and entice journalists to produce their own stories with Rutgers voices. The package's five pieces were:

Should Shore Residents Stay... or Go?: New Jersey needs to plan for at least a 3-foot sea level rise by 2100, Rutgers researchers warn

Where Will the Flood Water Go?: A professor of engineering leads an effort to digitalize New Jersey communities to predict flooding and gauge storm damage risk



The "Blue" Renewal: Rutgers ecologist heads bold experiment in building climate-resilient coastal communities

Tomorrow's Problem-Solvers: Training program created in wake of Superstorm Sandy brings graduate students from varied disciplines together to solve real-world climate problems



The Robot and The Storm Prophet: Researchers continue to advance hurricane science, leading to increased forecast accuracy and lead times

Outcomes

R-Comm sits at the top of the university's communications funnel,

and our content is designed to stand alone, to be used by other university departments for their own communications planning, and to generate external media coverage.

Media coverage: owned



The package's stories, videos, and research resources were redistributed widely by university departments, schools, alumni networks, and used for fundraising. They were published on Rutgers Today, the university's daily news portal; shared in Rutgers' government affairs newsletter, which is read by policymakers at the state and federal levels; and the School of Engineering.

Media coverage: earned

The timing of our package was optimal, coming on the heels of Hurricane Ian, which struck landfall a few weeks before the Sandy anniversary. This raised interest in the topic and drew journalists from around the country to our package.

In total, we counted more than 40 pieces of content, stories and interviews in some of the country's most influential media outlets – from ABC's "Good Morning America" to Politico. It was, in other words, a bullseye for Rutgers' missions – leveraging research expertise for the benefit of humanity.

Coverage included:

Broadcast:

1. [How climate change, rising sea levels are transforming:](#) ABC's "Good Morning America" interviews Ken Miller (SAS).
2. [The Role storms play in the transformation of our coasts:](#) ABC News Live "Prime with Linsey Davis" interviews Ken Miller (SAS). (<https://twitter.com/ABCNewsLive/status/1595225749031723008>)
3. [Why Flood Insurance is Important Even If You Are Not in a Flood Zone:](#) AccuWeather interviews Lisa Auermuller (SAS).
4. [Superstorm Sandy's major impact on health in NJ: NJ Spotlight News interviews Jeanne Herb \(Bloustein\).](#)
5. [Tough decision: Rebuild or retreat. Superstorm Sandy survivor and sea-level expert made his:](#) FOX Weather interviews Ken Miller (SAS).
6. [Reinvestment in New Jersey's Coastal Communities:](#) Fox Business "America's Weather Weekend" re-airs Ken Miller FOX Weather interview (SAS)
7. [Jersey Shore housing went big after Sandy:](#) NJ Spotlight News interviews Brooke Maslo (SEBS).
8. [Climate change: How can New Jersey prepare?: NJ Spotlight News interviews Robert Kopp \(SAS\).](#)
9. [What Superstorm Sandy Taught Us About Our Climate Future: NBC LX interviews Kenneth Miller \(SAS\).](#)

10. [Poll: Most NJ Residents Say Climate Change is Real, Support Taking Action: NJ 101.5 features a Rutgers-Eagleton climate poll.](#)
11. [A decade after Sandy, devastated Meadowlands towns still adding defenses, still vulnerable: NJ Spotlight News interviews Brooke Maslo \(SEBS\).](#)
12. [What happens when a neighborhood disappears? News 12 New Jersey interviews Brooke Maslo \(SEBS\).](#)
13. [What happens when a neighborhood disappears? News 12 Connecticut interviews Brooke Maslo \(SEBS\).](#)
14. [Rutgers University plays key role in advancing hurricane science:](#) FOX Weather interviews Travis Miles (SEBS).
15. [New Jersey properties converted to flood-protection zones following Superstorm Sandy](#) FOX Weather interviews Brooke Maslo (SEBS).
16. [Studying Rising Sea Levels On the Jersey Shore:](#) NBC 4 New York interviews Lisa Auermuller (SAS) and staffers of the Rutgers Marine Field Station.
17. [New Jersey Transit 10 Years Later:](#) WNYC's "Morning Edition" interviews Jon Carnegie (Bloustein).
18. [Protecting Coastlines from Storm Surge:](#) NBC 4 New York interviews Robert Kopp (SAS).
19. [Experts tout success of transforming suburban New Jersey neighborhood back to natural state for flood resiliency initiative:](#) CBS New York interviews Brooke Maslo (SEBS).
20. [A decade later, Shore builds back bigger:](#) NJ Spotlight News interviews Brooke Maslo (SEBS).
21. [The legacy of 'Sandy cough' and why mold is still a major problem after storms:](#) WNYC's "Morning Edition" interviews Mitch Rosen (SPH).
22. [10 years since Sandy hit NJ — What made the storm so unique?:](#) NJ 101.5 interviews David Robinson (SAS).
23. [Most NJ residents say climate change is real and support taking action: NJ 101.5 features a Rutgers-Eagleton poll.](#)

Print/Online:

1. [Post-Sandy Boom:](#) The Philadelphia Inquirer interviews Clinton Andrews (Bloustein)
2. [‘We’re not ready’: NY, NJ still building for extreme weather 10 years after Hurricane Sandy:](#) Politico interviews Clinton Andrews (Bloustein)
3. [NY, NJ still building for extreme weather 10 years after Hurricane Sandy: Yahoo! picks up Politico piece.](#)
4. [10 years after Sandy, N.J. remains as vulnerable as ever to nature’s fury: The Star-Ledger/NJ.com interviews Clinton Andrews \(Bloustein\)](#)
5. [10 years after Superstorm Sandy, we need a more resilient vision of the future | Opinion: Lisa Auermuller writes an opinion piece for The Star-Ledger/NJ.com.](#)
6. [NJ homeowners are using old flood data to protect their homes, putting 'lives at risk': The Asbury Park Press interviews Lisa Auermuller \(Bloustein\).](#)
7. [NJ homeowners are using old flood data to protect their homes, putting 'lives at risk': Courier-Post syndicate](#)
8. [NJ homeowners are using old flood data to protect their homes, putting 'lives at risk': Burlington County Times syndicate](#)
9. [NJ homeowners are using old flood data to protect their homes, putting 'lives at risk': MyCentral Jersey syndicate](#)

10. [NJ homeowners are using old flood data to protect their homes, putting 'lives at risk': New Jersey Herald syndicate](#)
11. [Get ready for another super storm like Sandy, experts say: The New York Post interviews David Robinson \(SAS\).](#)
12. [Superstorm Sandy Taught NJ Some Hard Lessons, Rutgers Experts Say: Patch Newark runs R-Comm "In Sandy's Wake" package.](#)
13. [Not Just A Hurricane: What Made Sandy A Superstorm: Tom's River Patch interviews David Robinson \(SAS\).](#)
14. [10 years later, Hudson County is better prepared to handle a Superstorm Sandy: The Jersey Journal interviews Anthony Broccoli \(SEBS\).](#)
15. [A decade after Sandy, devastated Meadowlands towns still adding defenses, still vulnerable: The Bergen-Record/NorthJersey.com interviews Anthony Broccoli \(SEBS\).](#)
16. [N.J. residents support climate change defenses but don't want to pay for them, new poll finds: The Star-Ledger/NJ.com features a Rutgers-Eagleton climate poll.](#)
17. [Hurricane Sandy wreaked havoc with NJ Transit. 10 years later, resiliency is a priority: Gothamist interviews Jon Carnegie \(Bloustein\).](#)
18. [<https://nj1015.com/10-years-since-sandy-hit-nj-what-made-the-storm-so-unique/Poll: Jerseyans support climate-related policies — but not who should pay for them: ROI-NJ features a Rutgers-Eagleton climate poll>](#)
19. [New NJ plan to defend against climate change:](#) NJ Spotlight News covers NJAdapt, a suite of online tools to help resilience planners.

Summary

In conclusion, our campaign's content generated exponentially more content – from broadcast coverage to opinion articles – demonstrating that in the decade since Sandy, Rutgers has been at the leading edge of climate change prediction and coastal resiliency.