

This is R-Comm.

R-Comm is a central marketing and communications department serving the Rutgers–New Brunswick and RBHS communities. We’re strategists and creatives, digital mavens and social butterflies. Working seamlessly, collaboratively and always digital-first, we deliver high-quality messaging with huge impact to the Rutgers community, our academic partners, and the world at large. We live and breathe the Rutgers brand, helping to attract tomorrow’s students, faculty, and staff, and elevate our prominence in the public eye. And we’re ready to tell your stories like no one else can, from producing websites and new media to internal communications and engaging virtual events.



R We Represent

To the press and to the public, we represent Rutgers University—New Brunswick at the highest levels. Information about our most prestigious individuals and events is shared promptly and proactively.



We Protect

Our Health Comms group keeps RBHS at the center of the conversation. Invaluable under any circumstances, RBHS continues to gain new relevance during the challenges of the COVID-19 pandemic.



We Connect

Our social team works tirelessly to maintain Rutgers—New Brunswick/RBHS channels with fresh content that keeps followers coming back. We also monitor and engage our many visitors, 24/7.

2,498
of Posts

45%
Increase of Followers

8.56%
Increase of Engagement

We Inform

Fueling press coverage is essential to maintaining our esteemed reputation. R-Comm is a dependable source to ensure the world hears what Rutgers has to say.



586

Media Pitches

117,300

Media Placements

234

Training Sessions

15

Major Issues
Management

901

Placements in Top-ranked
Major Media



We Engage

Local residents and organizations are encouraged to discover the university's many resources. We provide an essential link between Rutgers and the community at large.



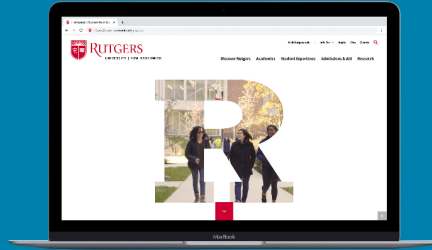
We Broadcast

Rutgers' own professional and student staff RU-TV network generates a wealth of original programming. Our in-house experts also broadcast/stream live events with uniquely impactful uses.



We Strategize

Digital-first content strategies inform, engage, and drive response. We devise websites and email campaigns that meet your goals and priorities.



Managed domains:

newbrunswick.rutgers.edu
academichealth.rutgers.edu
rutgershealth.org

15

NB and RBHS
Websites Managed

Over 1M

Page Views
newbrunswick.rutgers.edu

29%

Academic Health Increase
in Sessions and New Users



We Make It Happen

Inspired creative work turns heads and gets noticed. That's what we produce every day, with writers, designers, and videographers ready to meet all your needs.

42

Videos

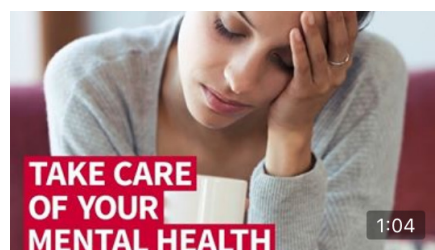
118

Design Deliverables

272K

of Video Views

Latest Work



When your needs meet our resources and experience, we deliver results.

Let's work together.