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Hillsdale College Names the Pinkston Group as Public Relations Partner

*Washington, D.C.-area PR firm will develop branding and communication
strategies for the highly-regarded liberal arts college*

(ALEXANDRIA, VA.) – February 2, 2015 – Hillsdale College, a premier classical liberal arts college located in Hillsdale, Michigan today announced the selection of the Pinkston Group, a national public relations firm, as its media and communications partner. The Pinkston Group will develop and implement comprehensive media strategies to reinforce the college’s unique brand and communicate its mission to a broader audience.

“Hillsdale College has built its reputation on academic excellence, financial independence, and a strong, classical liberal arts curriculum,” said Matt Schlientz, vice president for marketing at Hillsdale College. “As we continue to expand our offerings to reach beyond the traditional college student demographic, we feel it’s especially important to tell our story more broadly in media and communications channels that we have not historically pursued. After an extensive search, it is clear that the Pinkston Group is best qualified to help tell that story.”

As Hillsdale College’s public relations partner, the Pinkston Group will manage proactive campaigns to generate earned media and publicity for the college. The Pinkston Group will provide media support for the college’s main campus and The Allan P. Kirby, Jr. Center for Constitutional Studies and Citizenship, located in Washington, D.C.

“As many colleges and universities wrestle with the continuing fallout from the Great Recession by embracing educational fads or shifting to a vocational focus, Hillsdale College has held fast to its core mission and classical liberal arts approach to higher education,” said Christian Pinkston, founder and president of the Pinkston Group. “Hillsdale brings intelligent dialogue about law and history into the forefront of American society. We are proud to be selected to partner with this remarkable institution.”

About Hillsdale College

Hillsdale College, founded in 1844, has built a national reputation through its maintenance of a classical core curriculum and its principled refusal to accept federal or state taxpayer subsidies. Kiplinger’s Personal Finance ranked Hillsdale College as the number 1 best-value liberal arts college in Michigan, and number 17 nationwide for 2015. Hillsdale College also conducts an outreach effort promoting civil and religious liberty, including a free monthly speech digest, *Imprimis*, with a current circulation of over 2.8 million. Learn more at www.hillsdale.edu.

About the Pinkston Group

The Pinkston Group, Inc., is a national public relations firm based in the Washington, D.C., area. Founded in 2001 by veteran public relations specialist Christian Pinkston, the Pinkston Group specializes in communications strategy and messaging, writing services, earned media, crisis

management and social media. Pinkston Digital offers an array of owned media capabilities, including web design and development, video production, photography, search engine optimization and more. The Pinkston Group and Pinkston Digital serve Fortune 100 companies, innovative technology start-ups, national non-profit organizations, international industry associations and numerous *New York Times* best-selling authors. Learn more at www.pinkstongroup.com.

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