

GCU Land Announcement Media Report, 3.31.22

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COVERAGE REPORT

ARTICLES	TOTAL ENGAGEMENT	AVG. ENGAGEMENT	JOURNALIST SHARES
25	3,686	175	8
JOURNALIST REACH	UVM		
32,339	235,462,242		
	Insights by SimilarWeb		

Catholic University Selling 42 Acres to Jewish Yeshiva

By Holden Walter-Warner

<https://therealdeal.com/tristate/2022/03/30/catholic-university-selling-42-acres-to-orthodox-jewish...>

Georgian Court University president Joseph Marbach with an aerial view of the Georgian Court University (GCU) Officials at Catholic and Jewish schools in New Jersey have come together on one issue: real estate. Georgian Court University announced it was selling nearly 42 acres of largely unused land to Beth Medrash Govoha in Lakewood. A price was not disclosed for the sale, which was agreed upon after two years of negotiations.

MEDIA OUTLET	The Real Deal
PUBLISHED	March 30, 2022, 3 p.m.
SIMILARWEB UVM	872,261
JOURNALIST SHARES	2
JOURNALIST REACH	13,355
TOTAL ENGAGEMENT	4
SENTIMENT	Neutral
PITCH PLACEMENT	

Catholic university sells 42 acres to Jewish yeshiva in Lakewood, NJ

<https://spotonnewjersey.com/jersey-shore/945865/catholic-university-sells-42-acres-to-jewish.html>

MEDIA OUTLET	spotonnewjersey.com
PUBLISHED	March 25, 2022, midnight
SIMILARWEB UVM	
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	0
SENTIMENT	Neutral
PITCH PLACEMENT	

Colleges are rethinking, shrinking campuses as students and workers demand more flexibility

By Hilary Burns, Ashley Fahey

<https://www.bizjournals.com/bizjournals/news/2022/03/31/colleges-universities-real-estate-flexibili...>

To help fund a campus overhaul, Lesley University is taking a step

MEDIA OUTLET	The Business Journals
PUBLISHED	March 31, 2022, midnight
SIMILARWEB UVM	6,228,411
JOURNALIST SHARES	1
JOURNALIST REACH	1,459

that few universities have done in recent years but one that is becoming more common - selling a portfolio of Cambridge, Massachusetts, real estate. The university, known in particular for its education programs, wants to create a campus of the future that emphasizes flexibility, technology and collaboration for those students, faculty and community members who choose to attend in-person.

Country's largest Jewish college to buy land from N.J. Catholic university for housing

By Jeff Goldman

<https://www.pennlive.com/nation-world/2022/03/countrys-largest-jewish-college-to-buy-land-from-nj-c...>

13 **Georgian Court University** sells **land** to **Beth Medrash Govoha Yeshiva Georgian Court University** has agreed to sell **42 acres** of mostly undeveloped **land** to a Lakewood Orthodox **yeshiva** considered the largest Jewish college in the United States, the school announced Wednesday.


TOTAL ENGAGEMENT	2
SENTIMENT	Positive
PITCH PLACEMENT	


Georgian Court Selling Land To Beth Medrash Govoha, Expanding Programs

By Chris Lundy

<https://www.jerseyshoreonline.com/ocean-county/georgian-court-selling-land-to-beth-medrash-govoha-e...>

(Photo courtesy **Georgian Court University**) LAKEWOOD – In order to help pay for new buildings and programs, **Georgian Court University** is selling some property to a neighboring school, **Beth Medrash Govoha**. **Georgian Court** President Joseph R. ... Marbach announced an agreement to sell approximately **42 acres** of “mostly unused **land** at the edge of our campus, and several administrative buildings along Lakewood Avenue, to our neighbors at **Beth Medrash Govoha**. ... (Photo courtesy **Georgian Court University**) The funding brought about by this **sale** will assist **GCU** in a number of ways.

MEDIA OUTLET	The Patriot News
PUBLISHED	March 24, 2022, 10:38 a.m.
SIMILARWEB UVM 	3,054,427
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	13
SENTIMENT	Positive
PITCH PLACEMENT	


MEDIA OUTLET	Jersey Shore Online
PUBLISHED	March 23, 2022, 4:46 p.m.
SIMILARWEB UVM 	96,573
JOURNALIST SHARES	1
JOURNALIST REACH	444
TOTAL ENGAGEMENT	95
SENTIMENT	Positive
PITCH PLACEMENT	

Georgian Court Sells 42 Acres To Beth Medrash Govoha In Lakewood

By Karen Wall

<https://patch.com/new-jersey/lakewood-nj/georgian-court-sells-42-acres-beth-medrash-govoha-lakewood>

LAKEWOOD, NJ - **Georgian Court University**, the private Catholic university in Lakewood, is selling **42 acres** of **land** to **Beth Medrash Govoha**, the second-largest Orthodox Jewish **yeshiva** the university's president announced Wednesday. ... **Georgian Court** officials would not disclose the **sale** price, but said negotiations have taken about two years, after a few years of on-

MEDIA OUTLET	Patch
PUBLISHED	March 23, 2022, 12:26 p.m.
SIMILARWEB UVM 	12,283,055
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	2,108
SENTIMENT	Neutral
PITCH PLACEMENT	


and-off discussions. "All the legal paperwork has been signed, but this will not happen overnight," said Stacey Ehling, a spokeswoman for the university.

Georgian Court University sells 42 acres in Lakewood to Beth Medrash Govoha (SLIDESHOW)

By Linda Lindner


<https://www.roi-nj.com/2022/03/23/education/georgian-court-university-sells-42-acres-in-lakewood-to...>

Two institutions of higher learning based in Lakewood agreed on a **land** deal after two years of discussions. **Georgian Court** University on Wednesday said it is selling **42 acres** of mostly unused and undeveloped **land** to the **Beth Medrash Govoha** Lakewood **yeshiva**. ... The relationship between **GCU**, a Catholic university, and **BMG**, an orthodox **Yeshiva**, is what makes this deal different than many other **land sales**.

MEDIA OUTLET	ROI-NJ
PUBLISHED	March 23, 2022, 11:50 a.m.
SIMILARWEB UVM 	42,028
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	5
SENTIMENT	Positive
PITCH PLACEMENT	

Georgian Court University Sells 42 Acres to Beth Medrash Govoha as Part of Master Plan


<https://njbia.org/georgian-court-university-sells-42-acres-to-beth-medrash-govoha-as-part-of-master...>

MEDIA OUTLET	njbia.org
PUBLISHED	March 28, 2022, 12:20 p.m.
SIMILARWEB UVM 	
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	0
SENTIMENT	Positive
PITCH PLACEMENT	

Georgian Court University Sells 42 Acres to Beth Medrash Govoha to Exp

https://www.prweb.com/releases/georgian_court_university_sells_42_acres_to_beth_medrash_govoha_to_e...

(PRWEB) March 23, 2022 After two years of discussion, **Georgian Court** University has reached an agreement to sell **42 acres** of mostly unused and undeveloped **land** to the **Beth Medrash Govoha (BMG)** Lakewood **yeshiva**. ... The relationship between **GCU**, a Catholic University, and **BMG**, an orthodox **Yeshiva**, is what makes this transaction different than many other **land sales** currently occurring across the country.

MEDIA OUTLET	PRWeb
PUBLISHED	March 23, 2022, 9:18 a.m.
SIMILARWEB UVM 	730,781
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	0
SENTIMENT	Positive
PITCH PLACEMENT	


Georgian Court University Sells 42 Acres to Beth Medrash Govoha to Expedite the

MEDIA OUTLET	InsiderNJ
PUBLISHED	March 23, 2022, 11:03 a.m.

Launch and Expansion of its Master Plan

<https://www.insidernj.com/press-release/georgian-court-university-sells-42-acres-to-beth-medrash-go...>

(March 22, 2022) – After two years of discussion, **Georgian Court** University has reached an agreement to sell **42 acres** of mostly unused and undeveloped **land** to the **Beth Medrash Govoha (BMG)** Lakewood **yeshiva**. ... The relationship between **GCU**, a Catholic University, and **BMG**, an orthodox **Yeshiva**, is what makes this transaction different than many other **land sales** currently occurring across the country.


SIMILARWEB UVM 	161,808
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	60
SENTIMENT	Positive
PITCH PLACEMENT	

Georgian Court University Sells 42 Acres to Beth Medrash Govoha to Expedite the Launch and Expansion of its Master Plan

By Georgian Court

https://www.wfmz.com/news/pr_newswire/pr_newswire_new_jersey/georgian-court-university-sells-42-acr...


., March 23, 2022 /PRNewswire-PRWeb/ – After two years of discussion, **Georgian Court** University has reached an agreement to sell **42 acres** of mostly unused and undeveloped **land** to the **Beth Medrash Govoha (BMG)** Lakewood **yeshiva**. ... The relationship between **GCU**, a Catholic University, and **BMG**, an orthodox **Yeshiva**, is what makes this transaction different than many other **land sales** currently occurring across the country.

MEDIA OUTLET	WFMZ-TV (Allentown, PA)
PUBLISHED	March 23, 2022, 10:36 a.m.
SIMILARWEB UVM 	1,406,388
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	0
SENTIMENT	Positive
PITCH PLACEMENT	

Georgian Court University Sells 42 Acres to Lakewood's Beth Medrash Govoha

By None


<https://vinnews.com/2022/03/25/georgian-court-university-sells-42-acres-to-lakewoods-beth-medrash-g...>

MEDIA OUTLET	vinnews.com
PUBLISHED	March 28, 2022, midnight
SIMILARWEB UVM 	
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	1
SENTIMENT	Positive
PITCH PLACEMENT	

Georgian Court University Sells Land to Local Yeshiva

<https://www.insidehighered.com/quicktakes/2022/03/25/georgian-court-university-sells-land-local-yes...>

Georgian Court University is selling 42 acres of land to Beth Medrash Govoha Lakewood yeshiva, according to an announcement by university leaders Wednesday. The university plans to use proceeds from the land sale to create a new nursing and health sciences center and upgrade its dorms, among other

MEDIA OUTLET	Inside Higher Ed
PUBLISHED	March 25, 2022, 3:29 a.m.
SIMILARWEB UVM 	1,104,857
JOURNALIST SHARES	1
JOURNALIST REACH	7,677
TOTAL ENGAGEMENT	20
SENTIMENT	Positive

initiatives. Beth Medrash Govoha purchased the property to build more student housing.


PITCH PLACEMENT

Georgian Court's acreage sale accelerates growth at Lakewood campus

By Jessica Perry

<https://njbiz.com/georgian-courts-acreage-sale-accelerates-growth-at-lakewood-campus/>

Georgian Court University will expand its facilities while shrinking its footprint by **42 acres**. On March 22, **GCU** announced it will sell the mostly unused and undeveloped **land** from its more than 150-acre campus to **Beth Medrash Govoha** Lakewood **yeshiva**, the culmination of two years of discussions. ... Since 2015, **GCU** said its invested \$20 million in renovations and updates at the campus. According to the school, together with other funding, the 42-acre **sale** will bring that total to \$75 million over the next five years.


MEDIA OUTLET	NJBIZ
PUBLISHED	March 23, 2022, 3:03 p.m.
SIMILARWEB UVM 	65,850
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	15
SENTIMENT	Positive

PITCH PLACEMENT

HUGE NEWS FOR LAKEWOOD: Beth Medrash Govoha Under Contract to Buy 42 Acres of Land from Georgian Court University

<https://www.theyeshivaworld.com/news/general/2071818/huge-news-for-lakewood-beth-medrash-govoha-und...>

After two years of negotiations, **Georgian Court** University has come to terms for the **sale** of **42 acres** of mostly unused property to **Beth Medrash Govoha**, which is expected to use the **land** for additional housing units and a daycare center, Lakewood Alerts reported.

MEDIA OUTLET	Yeshiva World News
PUBLISHED	March 23, 2022, 9:52 a.m.
SIMILARWEB UVM 	594,076
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	13
SENTIMENT	Positive


PITCH PLACEMENT

Insider NJ's Morning Intelligence Briefing: 3/24/2022

By Pete Oneglia

<https://www.insidernj.com/insider-njs-morning-intelligence-briefing-3-24-2022/>


In Lakewood, **Georgian Court** University reached an agreement to sell **42 acres** to a **yeshiva**. In Elizabeth, the LD20 legislators applauded the awarding of a \$611k state grant to the Elizabeth Development Corporation. ... In Eatontown, the town purchased Fort Monmouth **land** for a park and future splash pad, according to the Asbury Park Press. In Englewood, the BOE President resigned, according to the Bergen Record. In Greenwich, the proposed Gibbstown gas terminal is on hold, according to NJ Spotlight.

MEDIA OUTLET	InsiderNJ
PUBLISHED	March 24, 2022, 12:01 a.m.
SIMILARWEB UVM 	161,808
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	20
SENTIMENT	Positive

PITCH PLACEMENT

It's Official: BMG to Purchase 42 Acres of Land from Georgian Court University

<https://matzav.com/its-official-bmg-to-purchase-42-acres-of-land-from-georgian-court-university/>


MEDIA OUTLET	matzav.com
PUBLISHED	March 28, 2022, 11:55 a.m.
SIMILARWEB UVM 	
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	0
SENTIMENT	Positive
PITCH PLACEMENT	

Lakewood Yeshiva, Georgian Court shake on huge new land deal

By Rick Rickman

<https://nj1015.com/catholic-university-sells-42-acres-to-jewish-yeshiva-in-lakewood-nj/>

LAKEWOOD - The largest Orthodox Jewish **yeshiva** in the United States is expanding further onto **42 acres** of **land** sold by **Georgian Court** University. **Beth Medrash Govoha** is an Orthodox Jewish institution with over 3,000 undergraduate students and another 4,100 men in graduate programs, or Kollel. ... Missing from the public record is the price tag of the **sale**. The religious schools issued a joint statement. "At this time, **Beth Medrash Govoha** and **Georgian Court** University are not currently disclosing the price of this **sale**." ... Meantime, Lakewood **BMG** plans to use its added **land** to build entirely new student housing units. The **yeshiva** has only grown since the outset of the pandemic. While other colleges saw declining enrollment in 2020, Asbury Park Press reported **BMG** grew by over 300 students in a single semester.


MEDIA OUTLET	WKXW-FM (Ewing, NJ)
PUBLISHED	March 23, 2022, 5:39 p.m.
SIMILARWEB UVM 	1,483,034
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	123
SENTIMENT	Positive
PITCH PLACEMENT	

Lakewood's BMG yeshiva buying land from Georgian Court; both schools plan changes

By Juan Carlos Castillo

<https://www.app.com/story/news/local/jackson-lakewood-lakewood/2022/03/24/beth-medrash-govoha-buyin...>

LAKEWOOD - **Georgian Court** University is selling **42 acres** of undeveloped **land** to **Beth Medrash Govoha**, an Orthodox **yeshiva** in Lakewood, allowing both institutions to expand their services.


MEDIA OUTLET	Asbury Park Press
PUBLISHED	March 24, 2022, 6:29 a.m.
SIMILARWEB UVM 	1,040,850
JOURNALIST SHARES	2
JOURNALIST REACH	6,769
TOTAL ENGAGEMENT	51
SENTIMENT	Positive
PITCH PLACEMENT	

Largest yeshiva in U.S. to buy 42 acres from N.J. catholic university for housing

By Jeff Goldman

<https://www.nj.com/education/2022/03/largest-yeshiva-in-us-to-buy-42-acres-from-nj-catholic-univers...>


Georgian Court University has agreed to sell **42 acres** of mostly undeveloped **land** to a Lakewood Orthodox **yeshiva** considered the largest Jewish college in the United States, the school announced Wednesday. ... In addition, the school will update its historic mansion with plans to use it as administration building "The relationship between **GCU**, a Catholic University, and **BMG**, an orthodox **Yeshiva**, is what makes this transaction different than many other **land sales** currently occurring across the country," **Georgian ... Beth Medrash Govoha** board chairman Howard Friedman called the deal "a great next step for the future of Lakewood." The **yeshiva** had more than 6,700 students as of 2019, according to the state Department of Education.

MEDIA OUTLET	NJ.com
PUBLISHED	March 23, 2022, 10:34 a.m.
SIMILARWEB UVM 	7,647,855
JOURNALIST SHARES	1
JOURNALIST REACH	2,635
TOTAL ENGAGEMENT	1,133
SENTIMENT	Positive
PITCH PLACEMENT	

Largest Yeshiva in US to Buy 42 Acres from NJ Catholic University for Housing


By None

<https://www.msn.com/en-us/news/us/largest-yeshiva-in-u-s-to-buy-42-acres-from-n-j-catholic-universi...>

MEDIA OUTLET	MSN
PUBLISHED	March 25, 2022, midnight
SIMILARWEB UVM 	198,375,149
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	23
SENTIMENT	Neutral
PITCH PLACEMENT	

NEW: Details of the Lakewood BMG/GCU Deal to Purchase 42 Acres of Land [PHOTOS] - The Lakewood Scoop


<https://www.thelakewoodscoop.com/news/2022/03/new-details-of-the-lakewood-bmg-gcu-deal-to-purchase-...>

MEDIA OUTLET	thelakewoodscoop.com
PUBLISHED	March 28, 2022, 11:55 a.m.
SIMILARWEB UVM 	
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	0
SENTIMENT	Positive
PITCH PLACEMENT	

States is buying 42 acres of land from the Catholic Georgian court University in

By None

<http://broadcast.burrellesluce.com/default.aspx?AID=13026564>

MEDIA OUTLET	WINS-AM
PUBLISHED	March 25, 2022, midnight
SIMILARWEB UVM 	

<https://portal.mynewsdash.com/?rt=index%2FviewArticleText&link=X2IkPUFYLThTWG9SSUdaNHBoNTI2bHRNJmluZGV4PTlwMjIwMzI0>

JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	0
SENTIMENT	
PITCH PLACEMENT	

Yeshiva in booming township to buy 42 acres from Catholic university for housing Beth Medrash Govoha, considered the largest Jewish college in country, to purchase


<https://muckrack.com/link/o2drlt/yeshiva-in-booming-township-to-buy-42-acres-from-catholic-universi...>

Georgian Court University has agreed to sell **42 acres** of mostly undeveloped **land** to a Lakewood Orthodox **yeshiva** considered the largest Jewish college in the United States, the school announced Wednesday. A spokeswoman for the Catholic university declined to disclose the amount of the **sale**. ... **Beth Medrash Govoha** will use the **land**, which includes several administrative buildings along Lakewood Avenue, to construct additional housing, a statement from **Georgian Court** said. The **land** is expected to start changing hands in a few months. ... In addition, the school will update its historic mansion with plans to use it as an administration building "The relationship between **GCU**, a Catholic University, and **BMG**, an orthodox **Yeshiva**, is what makes this transaction different than many other **land sales** currently occurring across the country,

MEDIA OUTLET	The Star-Ledger
PUBLISHED	March 24, 2022, 6 a.m.
SIMILARWEB UVM 	
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	0
SENTIMENT	Neutral
PITCH PLACEMENT	

With help from Montclair State, Bloomfield College will remain open — for now

<https://subscriber.politicopro.com/article/2022/03/with-help-from-montclair-state-bloomfield-colleg...>

MEDIA OUTLET	POLITICO Pro
PUBLISHED	March 31, 2022, 3:25 p.m.
SIMILARWEB UVM 	113,031
JOURNALIST SHARES	0
JOURNALIST REACH	0
TOTAL ENGAGEMENT	0
SENTIMENT	
PITCH PLACEMENT	

Learn more about this data on muckrack.com.