

Bucknell
UNIVERSITY



*Expanding
Global Media Reach*



Bucknell mentioned in stories in

ALL **50** STATES  **56** COUNTRIES

(25 more countries than in 2023-24)

25.8 BILLION IN TOTAL
*Editorial
Reach*

(estimate of potential viewership based on number of online visits)

+ + *Placement Breakdown* + +

\$ **240 MILLION** IN AD VALUE EQUIVALENCY
ACCORDING TO THE MELTWATER
MEDIA TRACKING PLATFORM

(\$24 million more than in 2022-23)



COLLEGIATE ACTIVITY AND
ACADEMIC SUCCESS OF

5,252 STUDENTS
DISTRIBUTED TO
2,153 MEDIA OUTLETS

FACULTY AND STAFF
APPEARED IN MORE THAN



3,000
MEDIA STORIES



THE PRESIDENTS DINNER

HOSTED FOR THE SEVENTH CONSECUTIVE YEAR

Expanding Global Reach

Bucknell's well-established national brand continues to enhance public awareness of its faculty and staff, who share their research and expertise on a wide range of topics in news media. Over the past year, a dramatic expansion of the University's media footprint brought their discoveries and commentary to an increasingly global audience.

Across News Media

Stories about Bucknell once again appeared in all 50 states in 2023-24, as well as in 56 countries — 25 more than last year, or a 44% increase.* That resulted in 25.8 billion in potential views, a statistic provided by the Meltwater media tracking platform, which estimates the potential viewership based on the number of online visitors. Ad value equivalency of Bucknell mentions rose by \$24 million over last year to reach \$240 million.

Bucknell's earned media in 2023-24 included faculty appearances in nearly 3,000 stories across media channels. Meanwhile, more than 5,000 accounts of our students' academic accomplishments and other collegiate successes were distributed to their hometown news media.

The Presidents Dinner

Bucknell and President John Bravman also continued to lead the national discussion on higher education as hosts of The Presidents Dinner, now in its seventh year. The 2024 event brought together leaders of prestigious colleges and universities and nearly 30 members of the national news media who cover higher education at the National Press Club in Washington, D.C., for an on-the-record conversation.

**Stories represent placements from July 1, 2023, through June 30, 2024.*

Worldwide Coverage

Argentina	Greece	Myanmar	Sweden
Australia	Hong Kong	Namibia	Switzerland
Austria	India	Netherlands	Taiwan
Azerbaijan	Indonesia	New Zealand	Turkey
Belgium	Iraq	Nigeria	Turkmenistan
Brazil	Ireland	Norway	Uganda
Cambodia	Italy	Pakistan	Ukraine
Canada	Japan	Philippines	United Kingdom
Chile	Kenya	Poland	Venezuela
China	Laos	Qatar	Vietnam
Colombia	Lebanon	Romania	Zambia
Egypt	Malaysia	Russia	
Ethiopia	Mexico	Saudi Arabia	
France	Montenegro	South Africa	
Germany	Morocco	Spain	

National and Global Outlets

ABC News	The Economic Times	National Geographic	U.S. News & World
Agence France-Presse	Forbes	National Public Radio	Report
Al Jazeera	HealthDay	New Scientist	USA Today
The Associated Press	Higher Ed Dive	New York Post	University Business
The Atlanta Journal-Constitution	The Hill	The New York Times	Voice of America
The Atlantic	The Independent	Newsweek	Yahoo News
BBC	Inside Higher Ed	The Philadelphia Inquirer	
BNN Bloomberg	The Japan Times	Pittsburgh Tribune-Review	
Business Insider	The Kansas City Star	Quartz	
The Chronicle of Higher Education	Los Angeles Times	South China Morning Post	
CNN	Marketplace	The Washington Post	
The Conversation	Medium	The Washington Times	
Daily Mail	Miami Herald		
	MSN		
	Ms. Magazine		



Home Improvements

A 2023 study co-authored by Freeman College of Management Professor **Annetta Grant**, markets, innovation & design, found that homeowners are increasingly more influenced by home improvement media than their own personal touches when it comes to making home renovations. Her work received widespread national and international news coverage and continued to be featured in such outlets as *Business Insider* and NewsNation.



Study: Home Makeover Shows Influence How Owners Decorate

NEWSNATION



The Negative Effect HGTV Trends Can Have on You and Your Home

HOUSE DIGEST



HGTV Is Making People So Concerned About Being Judged for Their Decor That It's Creating a World Where Everything Looks the Same, Study Says

BUSINESS INSIDER



What Interior Designers Really Think of HGTV Renovations

THE LIST



7 Reasons To Stop Watching Home Improvement Shows

MONEY TALKS NEWS



Enter Your Villain Era – Gen Z Is Rebranding This Self-care Home Decor Trend

IDEAL HOME (U.K.)



How Do We Get Off the Renovation Treadmill?

MEDIUM



How HGTV Is Transforming Our Homes — and Us

WBUR-FM "ON POINT"



Österreicher wünschen sich mehr Ordnung daheim: Warum wir dadurch langweilig dekorieren

FREIZEIT (AUSTRIA)



Romantic Relationships

National and international media continued to turn to Professor **T. Joel Wade P'08**, psychology, for his insight on facets of romantic relationships and perceptions of attractiveness.

Last year, his *Psychology Today* blog post on the appeal of “dad bods” for some women led to stories in the *New York Post* and abroad in *The Guardian* and *Daily Mail*. He was also interviewed by the BBC on the science behind flirting, and appeared in a number of other stories related to his research.



How to be a Good Flirt, According to Science
BBC



The Unexpected Appeal of Men With Dad Bods
PSYCHOLOGY TODAY



What to Know About Modern Dating Slang
GLAM



Travis Kelce, Tyson Fury and the Gentle Rise of the Sporting Dad Bod
THE GUARDIAN



Revealed: The Intriguing Scientific Reason Why More and More Women Are Loving Dad Bods ... as Travis Kelce Defends His Relaxed Physique
DAILY MAIL



Women Love Men with ‘Dad Bods’ Like Travis Kelce — and There’s a Surprising Scientific Reason Why
NEW YORK POST

Inflation and Macroeconomic Trends

Professor **Matías Vernengo**, economics, who is also director of the Bucknell Institute for Public Policy, studies inflation in his native South America as well as in the U.S. The former senior manager of economic research at the Central Bank of Argentina, Vernengo has been a popular news media expert on national and global macroeconomic trends.

Al Jazeera frequently turns to Vernengo as an expert source to discuss Argentina's turbulent economy, and he is regularly quoted in South American media. He published opinion pieces on inflation in *Phenomenal World* and *ProMarket* — two news outlets focused on political economy. He also provided insight on the U.S. economy in a story on ABC News, and an interview on the Harrisburg NPR affiliate, WITF-FM.



First 100 Days: Milei Falters on Shock Therapy for Argentina's Economy

AL JAZEERA



Argentina's Economy Foundering on Eve of General Election

AL JAZEERA



Argentina and the Philippines: Similar Development Struggles

BUSINESSWORLD



A grande incógnita do plano de Sergio Massa para a economia Argentina

METRÓPOLES (BRAZIL)



The Dollarization Threat

PHENOMENAL WORLD



Falta de dólares para pagar importações deixa argentinos sem gasolina

PORTAL DO ZACARIAS (BRAZIL)



Inflation Paranoia and the Return of the New Consensus in Macroeconomics

PROMARKET



DNC Speakers Claim Biden Inherited Economy in Disarray. Economists Say It's More Complicated.

ABC NEWS



Consumer Confidence Is Flat. What Does It Mean for Holiday Shopping?

WITF-FM "THE SPARK"





Celestial Discoveries

A year ago, Professor **Jackie Villadsen**, physics & astronomy, helped answer the question of whether there are Earth-like planets in far-off solar systems. In the journal *Nature Astronomy*, she and her research team documented findings showing that radio waves from stars such as the red dwarf YZ Ceti, which is 12 light-years away, have magnetic fields similar to that of the Earth. She also authored a *Nature* study documenting the first radiation belt observed outside our solar system.

After her celestial discoveries received national media exposure, they continued to generate worldwide attention through news accounts in Brazil, Chile, China, Germany and Mexico.



Überraschendes Signal vom weit entfernten Planeten
– ‘Hinweis, dass wir hier vielleicht etwas haben’

FRANKFURTER RUNDSCHAU



O que os exoplanetas nos ensinam sobre como os planetas que conhecemos produzem magnetismo?

ESTADÃO DE SÃO PAULO



Captan una señal coherente de radio de un exoplaneta al buscar mundos potencialmente habitables

RADIO SANTIAGO



Un exoplaneta similar a la Tierra emitió señales de radio intermitentes

EL INFORMADOR (MEXICO)



Chinese Foreign Policy

Professor **Zhiqun Zhu**, political science and international relations, has established himself as one of the world's leading scholars on Chinese foreign policy. National and international media frequently cite him on Chinese and East Asian affairs.

Zhu provided analysis of Chinese policy around the globe for stories by The Associated Press, *Newsweek*, *The Japan Times* and *Voice of America*, among others. He is also a prolific opinion author whose commentary was published last year in *Newsweek*, *The Hill* and *Inside Higher Ed*.



Who's Being Listened to on the Global Stage? Increasingly Not Who You Might Think

THE ASSOCIATED PRESS



Zhiqun Zhu: 'Most Likely the US and the UK Will Pressure Israel Not to Escalate Tensions in the Region'

NEWS.AZ (AZERBAIJAN)



Middle East Conflict Poses Another Opportunity for US and China Cooperation

THE HILL



Donald Trump's China Stance Risks Angering Republicans

NEWSWEEK



As Ukraine War Fatigue Seeps in, What Lessons Is China Drawing?

THE JAPAN TIMES



It's Time to Restore US Study Abroad to China

INSIDE HIGHER ED



US Lawmakers See TikTok as China's Tool, Even as It Distances Itself from Beijing

THE ASSOCIATED PRESS



Red Sea Attacks: No Official Mention After US-China Talks But Progress 'Likely' to Have Been Made, Observers Say

SOUTH CHINA MORNING POST



US, China Discuss Economic Issues on Yellen's China Tour

VOICE OF AMERICA



Oregon Voters Chose
a Different Approach
Toward Drug Use. It Was
Never Going to Work.

USA TODAY



Oregon Decriminalized
Possession of Small
Amounts of Drugs. Fatal
ODs Didn't Skyrocket

HEALTHDAY



How Do We Stop
the Scourge of Drug
Addiction and Overdose?

**WWL "FIRST NEWS
WITH TOMMY TUCKER"**



Bucknell Researcher
Finds First Taste of
Alcohol Can Have
Long-lasting Effects.

WITF-FM "THE SPARK"



Treating Drug
Addiction

THE NEW YORK TIMES



What a Sane Approach
to Marijuana Regulation
Might Look Like

THE WASHINGTON POST



The Science of Addiction

**WWL "FIRST NEWS
WITH TOMMY TUCKER"**



Addiction

Professor **Judy Grisel P'16**, psychology, is a behavioral neuroscientist and one of the world's leading experts on addiction. Grisel's work at Bucknell is inspired by her own personal struggle, chronicled in her 2019 New York Times-bestseller *Never Enough: The Neuroscience and Experience of Addiction*. Her research focuses on psychological characteristics of individuals who are likely to develop drug addictions.

She authored addiction-related pieces published last year in *The New York Times*, *USA Today* and *The Washington Post*. She also contributed her expertise to a *HealthDay* story and a pair of interviews on WWL Radio in New Orleans.



Fireflies

Professor **Sarah Lower**, biology, and her research team explore why some firefly species in North America may be at risk of extinction. Last year, she co-authored a study that analyzed data from the citizen science program Firefly Watch and machine-learning models to find that climate change may pose a greater threat to firefly populations than previously thought.

Her firefly research was highlighted in an interview on the nationally syndicated science program *Science Friday* — her third appearance on the show — and also made headlines in *USA Today* and *Inside Climate News*, among other outlets.



*Protecting a Flickering
Symbol Of Summer Nights*

SCIENCE FRIDAY



*Will the Lightning Bug
Show Go On?*

INSIDE CLIMATE NEWS



*A Summer Without Fireflies?
What New Research Says About
the Season's Beloved Insect.*

USA TODAY



*Firefly Populations Face Multiple
Threats Across North America*

EARTH.COM



*Pheromones and Fireflies
with Dr. Sarah Lower*

ARTHRO-POD



*Will Fireflies Fade from
Summer Nights?*

**THE SOUTHERN MARYLAND
CHRONICLE**





Bats and Disease Ecology

Professors **DeeAnn Reeder P'16** and **Ken Field**, biology, are two of the world's leading researchers on bats and disease ecology. A *National Geographic* cover story this year featured their collaborative research in Uganda focusing on bats' increasing tolerance to Ebola, which was funded by the National Institute of Allergy and Infectious Diseases.

Reeder was also part of an international team of biologists, virologists and conservationists that published a paper in *Nature* challenging the prevailing narrative that African bats are the origin of a number of harmful viruses affecting humans.





*Bats Have Disease-defying Superpowers.
What If We Could Copy Them?*

NATIONAL GEOGRAPHIC



*No Evidence for Widespread Transmission
of Viruses by African Bats, Says Study*

PHYS.ORG



One Health (and More) with DeeAnn Reeder

BIOSCIENCE TALKS



Personal Finance

Professor **Stacy Mastrolia**, accounting department chair, shares her expertise beyond the Freeman College of Management in her personal finance classes, open to students across Bucknell's three colleges — as well as in news media stories.

Her financial New Year's resolution advice was featured in a *U.S. News & World Report* story, which also ran on the website of WTOP-FM, the largest news radio station in Washington, D.C. She contributed to an American Express blog providing tips on how entrepreneurs can effectively execute a price raise, and she shared advice on credit card debt consolidation loans in *Business Insider*.



12 Financial New Year's Resolutions for 2024

U.S. NEWS & WORLD REPORT



Effective Methods to Help Execute a Price Raise

AMERICAN EXPRESS



Expert Insights: Online Software vs. Accountant

MONEYGEEK



Holiday Budgeting for Individuals Despite Tough Times

ABOUT THAT WALLET



Credit Card Debt Consolidation Loan: How to Consolidate Credit Card Debt and Simplify Your Finances

BUSINESS INSIDER





Boeing Leadership

Aircraft manufacturer Boeing has faced a media storm amid mounting 737 Max jet safety concerns. Freeman College of Management Professor **Vanessa Hill**, the James & Elizabeth Freeman Chair in Management, who co-authored a case study on Boeing and the 737 Max crisis, wasn't surprised by the latest fallout.

Hill shared her expertise in an extensive interview on the nationally syndicated radio show *Marketplace*, which is broadcast over most National Public Radio affiliate stations. In addition, she appeared in a story produced by one of the U.K.'s top news providers and in a segment with a regional FOX TV affiliate.



How Does an Airline Expert Feel About Traveling on Boeing Planes?

MARKETPLACE



Inside Boeing's Vast Factory as Planemaker Tries to Fix Image Problem

INEWS.CO.UK



Expert Weighs in on Boeing Leadership Shakeup

FOX56



Asian Economies

Professor Shahram Azhar, economics



Pakistan Makes Afghan Refugees Pay the Price for Economic Crisis

NIKKEI ASIA

Chesapeake Bay Watershed

Ben Hayes P'18, P'21, P'26, program director,
Watershed Sciences & Engineering



NEPA and the Chesapeake Bay

**WVIA-TV "KEYSTONE EDITION
BUSINESS"**

College Mentorship

Missy Gutkowski, assistant dean for experiential
learning, Freeman College of Management



How to Find a Mentor in College

U.S. NEWS & WORLD REPORT

College Tours

Halle Spataro '24



College Tour Season Is About to Kick Off. Here Are 10 Tips from College Tour Guides to Have a Successful Campus Visit.

BUSINESS INSIDER

Community Engagement

Lynn Pierson, director, Center for Community
Engaged Leadership, Learning & Research



How Community Engagement Is Helping These Colleges Develop Student Career Readiness

UNIVERSITY BUSINESS

Corporate Euphemisms and Workplace Dynamics

Freeman College of Management Professor
Kate Suslava, accounting



Why 'Economic Headwinds' Are Suddenly to Blame for Everything

LOS ANGELES TIMES



'Newness' Is Enticing Inflation-weary Consumers to Spend

MARKETPLACE

Financial Aid Advice

Erin Wolfe, director, financial aid



FAFSA Deadlines You Should Know

U.S. NEWS & WORLD REPORT

Food Science

Professor Margot Vigeant, chemical engineering



Love Your Leftovers — the Best Way to Reheat Your Favorite Foods

CNN

Legal Equity

Professor Katharine McCabe, women's & gender studies



How Blocking the Pregnant Workers Fairness Act Is Part of Texas' Anti-trans Agenda

MS.



The Illusion of Choice — Florida's Abortion Referendum and Erosion of Voting Rights

NEWSWEEK

Parks Canada

Professor Claire Campbell, history, department chair



Town Famous for Royal and Hollywood Guests Is Ravaged by Wildfires

THE NEW YORK TIMES



African American Literature/Pop Culture

Professor Anthony Stewart, associate dean of faculty, College of Arts & Sciences



'American Fiction' Is a Scathing Satire that Challenges Pop-culture Stereotypes of Blackness

THE CONVERSATION "DON'T CALL ME RESILIENT" PODCAST





Presidential Leadership

President John Bravman



What Defines an Elite Institution? These Higher Ed Presidents Don't All Agree

UNIVERSITY BUSINESS



7 Higher Education Trends to Watch in 2024

HIGHER ED DIVE

Population Peak

Professor Thomas Cassidy, mathematics



World Population Is Projected to Grow from 8.2 Billion to a Peak of 10.3 billion in 2080s, UN Says

THE ASSOCIATED PRESS

Small Business Success

Steven Stumbris, director, Small Business Development Center



From Vision to Venture with Steven Stumbris

GET UNSTUCK



Bucknell University's SBDC Receives National Honor

WNEP-TV



BizPitch!

WVIA-TV "KEYSTONE EDITION BUSINESS"





Salamanders

Professor Mizuki Takahashi, biology



Spotted Salamander Eggs Hatch More Easily if Nibbled by Predators
NEW SCIENTIST

Solar Eclipse

Professor Ned Ladd, physics & astronomy



Colleges Go Above and Beyond for the Solar Eclipse
THE CHRONICLE OF HIGHER EDUCATION



Student Independent Study

Ben Fink '24



Drink Sustainably: Bucknell Student Uses 'Ugly' Fruit to Create Hard Cider

WVIA-FM



College Student, Cider Maker Use 'Ugly Fruit' for New Beverage

WNEP-TV

University Enrollment



Will College Enrollment Rebound This Year? At Least 3 Factors Point to Yes

FORBES



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2024

