
University Communications

In the News

October-November 2011

From economic justice to immigration, from Warren Buffett to Casey Anthony, University of Dayton faculty and staff made the news or commented on a wide variety of news topics in October and November.

The University appeared in top-echelon media outlets including: **Bloomberg Radio, The Associated Press, The New York Times, Reuters, Forbes, CNN.com, The Washington Post, CNN en Español, MSNBC, Fox News, Los Angeles Times, The Wall Street Journal, Voice of America** and **National Catholic Reporter**.

Faculty or staff quoted in major outlets included: Mark Ensalaco, Thaddeus Hoffmeister, David O'Brien, Vince Miller, Jamie Longazel, Theo Majka, Linda Majka, John Heitmann and Sundar Kumarasamy.

In October, media in the top-100 markets, excluding No. 63 Dayton, mentioned the University of Dayton 171 times. The potential total audience was 567 million, with a perceived advertising value of \$142,750.

In November, media in the top-100, excluding Dayton, mentioned the University of Dayton 166 times. The potential total audience was 455 million, with a perceived advertising value of \$283,593.

For fiscal year 2012, media in the top-100 markets, excluding Dayton, have mentioned the University of Dayton 664 times. The potential total audience is 1.95 billion, with a perceived advertising value of \$932,318.

Here are the highlights:

RESEARCH

Dayton Daily News

An Oct. 30 **Dayton Daily News** story featured research from physical therapy professor Mary Fisher that found women who had been treated for breast cancer had a strong likelihood of reduced arm function.

TRANSFORMATIVE EDUCATION

Bloomberg Radio, National Catholic Reporter, Patch.com

Bloomberg Radio's Kathleen Hays, host of "The Hays Advantage," talked to students from the Davis Center for Portfolio Management on Oct. 24 about their visit with billionaire investor Warren Buffett. Bloomberg Radio is broadcast around the world and heard online. The **Dayton Daily News** also wrote about the students' visit, and two students appeared on Dayton television outlet **ABC22/Fox 45**.

The **National Catholic Reporter** in mid-October carried pieces by Vincent Miller, Gudorf Chair in Catholic Theology and Culture, and four University theology doctoral students about technology and faith.

Patch.com in Burke, Va., noted that ROTC student Timothy Wall of Burke, Va., was included in the top 4 percent of the U.S. Army ROTC's Order of Merit List.

CATHOLIC, MARIANIST IDENTITY

The Washington Post, Fresno Bee, USA Today, McClatchy-News Tribune Service, Commonweal, The Catholic Telegraph

The Washington Post quoted former campus minister Emily Strand in an Oct. 27 story about changes to the Roman Missal. Dozens of outlets around the country picked up the story. The **Fresno Bee** quoted her on the same topic on Nov. 18.

Religion News Service wrote about the challenges free-thinker clubs have on religious campuses and talked to the Rev. James Fitz, S.M., rector and vice president for mission, about the University's position. The story was carried by **The Washington Post** and **USA Today**.

Several commentaries by David J. O'Brien, University Professor of Faith and Culture, were widely distributed in November. O'Brien's piece on Veterans Day was carried by the **McClatchy-News Tribune Service**; and he wrote about the U.S. Catholic bishops' long-standing views about economic justice for **Commonweal** magazine.

As the U.S. Conference of Catholic Bishops started their meeting on Nov. 14, **The Washington Post** "On Faith" blog asked O'Brien for his thoughts on what should be at the top of the agenda. O'Brien suggested the bishops turn their focus to the rising number of Americans in poverty and the Catholic Church's teachings that compel Catholics to help the poor.

The Marian Library's annual Nativity set exhibit was covered by the "Son Rise" program of **Sacred Heart Radio**, heard around the world.

The Catholic Telegraph reported August events honoring Br. Frank Diebel, S.M. Diebel, a retired University librarian, celebrated his 103rd birthday and 85th anniversary as a Marianist on the same day.

LEADER IN HIGHER EDUCATION

Forbes, Green Living Guy, Energy Power and Light, States News Service, Visionwiz, Today's Energy Solutions, WVXU-FM

The **Dayton Daily News** on Oct. 1 wrote an extensive page-one story about President Daniel J. Curran's first 10 years as president and looked at the remarkable transformation of the University under his leadership.

Forbes magazine on Oct. 23 talked to Sundar Kumarasamy on how the University's branding builds strong relationships with prospective students.

The **Green Living Guy** blog, **Energy Power and Light** and **States News Service** mentioned the University's sustainability efforts, including energy report cards for student housing.

Today's Energy Solutions was among four online outlets to carry a story mentioning the University of Dayton's industrial assessment center.

Visionwiz, a business and technology blog, carried a video of last year's winner of the University's Business Plan Competition in November as an example of a successful elevator pitch.

WVXU-FM interviewed Ohio Aerospace Hub Director Kerry Taylor Nov. 20. Taylor discussed the hub's successes in the first year and directions for the hub's second year.

ACADEMIC EXCELLENCE

CNN en Español, WLW-AM, Los Angeles Times, The Wall Street Journal, The Associated Press, Reuters, MSNBC, Fox News, CNN.com, The New York Times, National Catholic Reporter, Voice of America, The Chronicle of Higher Education

When Libyan leader Moammar Gadhafi died in October, Mark Ensalaco, human rights studies director, talked to **CNN en Español's "Directo USA,"** which is seen in nearly 30 million homes in North and South America. Ensalaco also talked to local and regional media including **WLW-AM, the Dayton Daily News** and all three Dayton television outlets.

Ensalaco returned to **"Directo USA"** Nov. 21, discussing a New York City bomb plot.

The **Los Angeles Times** quoted juries expert and associate law professor Thaddeus Hoffmeister in an October article about a judge's decision to publicly release juror names in the Casey Anthony case.

The Wall Street Journal's Law Blog quoted Hoffmeister in October about tactics used by judges to discourage people from avoiding jury duty.

The Associated Press quoted Hoffmeister in November about the impact of a juror omitting information during jury selection that might affect a high-profile Chicago extortion case.

Dayton's new immigrant-friendly initiative, "Welcome Dayton," attracted considerable national media attention in October. **Reuters, The Associated Press** and the **Dayton Daily News** wrote stories about the initiative, quoting sociology professors Jamie Longazel and Theo and Linda Majka. Dozens of outlets picked up the stories, including **The Boston Globe, Houston Chronicle, MSNBC** and **Fox News.**

Longazel was featured in a Nov. 5 story in the Hazleton, Pa., **Standard-Speaker** about his research on the city's immigration enforcement ordinance.

On Oct. 1, Vincent J. Miller, Gudorf Professor of Faith and Culture, talked to **CNN.com's "Belief Blog"** on the difficulties of preaching about greed during the recession.

Miller was quoted by **The New York Times** Oct. 25 about a new call by the Vatican for radical reform of the global financial system. The story was carried in more than 80 outlets. Miller also wrote an extensive article for the **National Catholic Reporter** about the Vatican's position.

In November, Miller talked to **The Hill,** a newspaper that covers politics and business in Washington D.C., about the impact on the poor of the GOP's proposed budget.

A **Voice of America** radio program interviewed auto historian John Heitmann for an Oct. 23 story about the Ford Edsel, a car that pushed the envelope and was a commercial failure.

The Associated Press quoted Heitmann in a Nov. 3 story about Chevy's 100th anniversary. Hundreds of outlets across the country picked up the story.

Education professor Thomas J. Lasley II wrote an op-ed for the Nov. 6 **Chronicle of Higher Education** defending a new ranking and assessment program for teacher education institutions that is very unpopular.

The Atlanta Journal Constitution quoted assistant psychology professor Erin O'Mara in a Thanksgiving Day story about her research on the risks of being too optimistic.

Distinguished Research Professor Bill Bainbridge was featured on **ESPN.com** and the **Catholic News Service** for his perspective on the child sex abuse scandal at Penn State. Bainbridge also wrote a column for the **Pittsburgh Post-Gazette.**

Joe Valenzano, assistant communications professor, was quoted in a Nov. 11 **Catholic News Service** story about faith in politics.

Political science lecturer Dan Birdsong spoke to **Education Week** before the vote on a controversial collective bargaining law about what the results could mean for the nation. The **Dayton Daily News** interviewed Birdsong after the election for his perspective on the vote.

The Associated Press quoted assistant political science professor Michelle Pautz in a Nov. 2 story about salaries for public workers. The story cited Pautz' research on how government is portrayed in movies.

English professor Jim Farrelly was quoted in a **Canadian wire service** story Oct. 25 about expectations for fewer trick-or-treaters this Halloween. **The Calgary Herald, Vancouver Sun, Canada.com** and the **Edmonton Journal** picked up the story.

Network World referenced law professor Susan Brenner's article "Fourth Amendment's Future if Gov't Uses Virtual Force and Trojan Horse Warrants?" on Nov. 8 and Nov. 9 as part of a series.

DAYTON-AREA MEDIA

The **Dayton Daily News** featured adjunct geology professor Heidi McGrew in an Oct. 21 story about McGrew's sand art and the intersection of art and science.

The **Dayton Business Journal** wrote about the annual Business Plan Competition. **WHIO radio's** "Conversation Piece" invited assistant marketing professor Diane Sullivan to talk about the competition and entrepreneurship on the half-hour program.

The **Dayton Business Journal** talked to Sundar Kumarasamy, vice president for enrollment management and marketing, about a new, highly interactive iPad app of the annual viewbook for prospective students. The story was picked up by the **Business Journals** network. A PR Newswire release was seen on more than 200 outlets.

Dayton media covered the campus community's grief about the Nov. 6 deaths of two Chinese engineering students in an auto accident. **Sing Tao Daily News,** a Chinese-language newspaper with global reach, also reported the tragedy.

The **Dayton Business Journal** reported the winners of the first stage of the Business Plan Competition.

The **Dayton Daily News** wrote about the University's rapid growth in international admissions.

The annual Nativity scene exhibit received extensive local promotion and coverage with several **Dayton Daily News** stories and opening day coverage by **ABC22/Fox 45.**

Amy Lopez-Matthews, director of student life and Kennedy Union, was quoted in the **Dayton Daily News** about restrictions on marketing credit cards to students.

Charles Russo, Panzer Chair in Education, was quoted Nov. 30 in a **Dayton Daily News** story about homeschooling laws related to the starvation death of a local girl.

The **Dayton Daily News** quoted law professor Charles Hallinan in an investigative story about Ohio communities billing non-residents for the cost of emergency responders to accidents.

The **Dayton Business Journal** reported Nov. 4 on associate biology professor Carissa Krane's research on how certain treefrogs are able to freeze themselves to survive the winter.