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# University Communications

In the News

January 2012

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University of Dayton faculty and staff made the news or commented on a wide variety of news topics in January 2012.

The University appeared in top-echelon media outlets including: **The Chronicle of Higher Education, Voice of America, CNN.com, WNYC, CNN en Español, The New York Times, The Wall Street Journal, The Associated Press,** the **BBC, CNBC** and **Reuters**.

Faculty or staff quoted in high-profile national or international outlets included: Jeannette Cox, Heather MacLachlan, Mark Ensalaco, Michael Gorman, Michelle Pautz, Richard Stock, John Heitmann and Sundar Kumarasamy.

In January, media in the top-100 markets, excluding No. 63 Dayton, mentioned the University of Dayton at least 54 times. The potential total audience was 746 million, with a perceived advertising value of \$382,045.

For fiscal year 2012, media in the top-100 markets, excluding Dayton, have mentioned the University of Dayton at least 796 times. The potential total audience is at least 3.28 billion, with a perceived advertising value of at least \$1.4 million.

Here are the highlights:

## RESEARCH

*WNYC, "The Doctors," CNN.com, The New York Times, The Wall Street Journal, The Huffington Post, Yahoo! News, WGN-AM*

Research on the Americans with Disabilities Act by Jeannette Cox, associate law professor, spurred a national discussion on whether ADA protections should cover pregnant workers. **CNN.com** published her opinion piece, which became one of the most popular stories posted that day, according to CNN NewsPulse. **The New York Times, The Wall Street Journal, The Huffington Post, Yahoo! News** and at least 10 other parenting blogs wrote about or posted stories on Cox's analysis. She did an interview with "The Takeaway," a national public radio show co-produced by **WNYC** with **The New York Times**, the **BBC**, and **Public Radio International**, which reaches more than 50 affiliates and nearly a million listeners. **"The Doctors,"** a nationally syndicated daytime television program on medical issues that airs in all 50 states and most Canadian provinces, included a clip of Cox's interview with **WDTN-TV** in Dayton. Cox also gave interviews to radio outlets **Newstalk 1010** in Toronto and **WGN-AM** in Chicago and **WHIO-TV** in Dayton.

## CATHOLIC, MARIANIST IDENTITY

*The Catholic Beat*

**The Catholic Beat**, a new regional Catholic online news outlet based in Cincinnati, and the **Dayton Daily News** wrote about the appointment of Br. Tom Giardino, S.M., as executive director of the Association of Marianist Universities.

## LEADER IN HIGHER EDUCATION

*U.S. News & World Report, The Chronicle of Higher Education, Voice of America*

Sundar Kumarasamy, vice president for enrollment management and marketing, was featured Jan. 1 in an extensive profile that included a video interview by **The Chronicle of Higher Education**.

A **U.S. News & World Report** blog cited the School of Law's accelerated curriculum as a trend to watch.

**Voice of America** mentioned the University of Dayton among the first in the nation to have a human rights program during a story about human rights programs nationwide.

## ACADEMIC EXCELLENCE

*CNN en Español, Reuters, CNBC, Ft. Worth Star-Telegram, The New York Times, The Associated Press, BBC, Cincinnati Enquirer, CNBC*

Terrorism expert Mark Ensalaco was a guest of **CNN en Español's** "Directo USA" Jan. 9, to discuss U.S. and Latin America relations with Iran. CNN en Español airs in approximately 30 million homes in North and South America.

**Reuters** news service sought out Michael Gorman, operations management professor, for a Jan. 13 story on the president of the Canadian National Railway. The story was carried internationally by more than 45 news outlets including **CNBC, Yahoo!, MSN Money** and **The Montreal Gazette**.

Law professor Jeff Morris talked to the **Ft. Worth Star-Telegram** Jan. 19 about American Airlines' bankruptcy.

Steve Harrod, assistant operations management professor, was quoted about detractors of high speed rail in **dc.streetsblog.org**. The blog's story was picked up by more than 64 outlets.

**The New York Times** quoted assistant music professor Heather MacLachlan in a Jan. 4 story about the rise of a Burmese all-girl band and what it means for the country coming out of oppression and military rule.

Assistant political science professor Michelle Pautz was quoted in an **Associated Press** story Jan. 23 about GOP presidential candidates and support from environmentalists. The story was picked up by more than 150 outlets around the country.

The **BBC's "Newsnight"** included an interview with Business Research Group Director Richard Stock in an in-depth story on Ohio's struggling economy.

Political science lecturer Dan Birdsong was quoted in a Jan. 13 **Cincinnati Enquirer** story about Mitt Romney; Jan. 4 in the **Dayton Daily News** about the Iowa caucuses; and was a guest on Dayton's **Fox 45** morning show Jan. 25 to analyze President Obama's State of the Union address.

Associate political science professor Grant Neeley discussed the primary season and Iowa results Jan. 4 on regional radio powerhouse **700 WLW**. He also discussed the presidential primaries with Dayton television outlets **ABC22/Fox 45** on Jan. 4 and **WHIO-TV** on Jan. 30.

**CNBC** quoted professor and auto historian John Heitmann in a Jan. 6 story about the Detroit Auto Show and what could be America's next cult classic car.

Heitmann was also quoted in a **Dayton Daily News** story Jan. 30 about fewer teens getting their driver's licenses. The story was picked up by **The Associated Press** and carried in nearly 100 outlets nationally.

Former Ohio Governor Bob Taft was profiled in the **Cincinnati Enquirer** Jan. 8 and in **The Columbus Dispatch** Jan. 22 about his life after politics and his legacy.

## **DAYTON-AREA MEDIA**

The **Dayton Daily News** and the **Dayton Business Journal** wrote about the lineup of speakers for the R.I.S.E. XII investment forum. More than 250 news outlets picked up a PR Newswire release about R.I.S.E. XII.

Kathy McEuen Harmon, assistant vice president and dean of admission and financial aid, talked to the **Dayton Daily News** Jan. 14 about record-setting applications for the fall 2012 first-year class. **The Catholic Beat** also talked to Harmon for a story about the University's admission success.

Serdar Durmusoglu, assistant marketing professor, talked to the **Dayton Daily News** Jan. 21 about the new Austin Landing retail and restaurant development.

The **Dayton Daily News** on Jan. 23 interviewed Jeanne Holcomb, sociology lecturer, about why the number of marriages are dropping both in the region and nationally.

Caroline Merithew, associate history professor, talked to Dayton's **WHIO-TV** about the history of Right-to-Work laws and the implications of Indiana's new law.

Richard Stock, regional economy expert, was quoted by the **Dayton Daily News** in three stories Jan. 1 and Jan 31 about the region's economy and jobs outlook.

The **Miami Valley Journal** radio program interviewed assistant communications assistant Joe Valenzano Jan. 5 about his research on President Obama's view of American exceptionalism.

The **Dayton Daily News** featured a story on history professor Larry Schweikart's local film company and his successful books on American history.

**WDTN-TV** interviewed Ebony Utley, University of Dayton Speaker Series guest, on Jan. 17 and promoted the lecture.

**WDTN-TV** covered a Jan. 13 conference on online learning sponsored by the School of Education and Allied Professions.

The **Dayton Daily News** interviewed assistant sociology professor Jamie Longazel about a change to U.S. immigration policy that would allow some undocumented immigrants to stay in the U.S. while applying for a green card.

The **Dayton Daily News** Jan. 19 included a feature on ArtStreet's Friday Night Films series.

**Dayton Business Journal** featured a story Jan. 26 about assistant biology professor Thomas Williams receiving an NSF grant to research "social networks" in DNA.

Panzer Chair in Education and adjunct law professor Charles Russo wrote an opinion piece for the **Dayton Daily News** Jan. 29 about a proposed law to eliminate the retirement practice of "double-dipping."

The **Dayton Business Journal**, **WDTN-TV** and the **Dayton Daily News** wrote about the University's involvement in a \$2.4 million foundation grant to help engineers learn how to contribute to the entrepreneurial cultures of their companies.

Kelly Henrici, director of the School of Law's Program in Law and Technology, talked to **WDTN-TV** Jan. 17 about proposed federal legislation targeting online copyright and trademark infringement.