



TELLING THE UNIVERSITY OF DAYTON STORY

2010-11 Major News Placements

Daniel J. Curran, Ph.D.
President

Teri Rizvi
Associate Vice President for University Communications

Cilla Bosnak Shindell
Director, Media Relations

Shawn Robinson
Associate Director, Media Relations

Cameron Fullam
Assistant Director, Media Relations

Pamela Gregg
Communication Administrator, University of Dayton Research Institute

300 College Park
Dayton, OH 45469

www.udayton.edu/news



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INTRODUCTION

*We told the University of Dayton's stories to the world.
The world took notice.*

Newscasts. Magazines. Newspapers. Blogs. Tweets.

The University of Dayton appeared in a variety of media in 2010-11 with news stories reflecting the University's growing reputation as a top-tier Catholic research university.

From expert commentary on the Catholic church to high-speed rail, on research ranging from smart sensors to happiness, major news outlets turned to University experts.

The University's leadership in attracting a \$51 million GE Aviation research center to campus drew attention.

University students talked to news media about entrepreneurship and the fight against human trafficking.

According to Cision, from July 1, 2010, through June 30, 2011, the University of Dayton was mentioned 2,381 times in the top 100 U.S. media markets, excluding Dayton. That adds up to a potential audience of 6.36 billion, with a perceived advertising value of \$4.73 million.

The coverage underscored the University's distinctive curricula, academic excellence, advances in research and Catholic, Marianist identity. Some highlights:

- *The Chronicle of Higher Education* featured a full-page story on an international travel program guided by the personal touch of President Daniel J. Curran — one of six stories about the University of Dayton in the influential higher education publication.
- *The New York Times* wrote about or mentioned the University six times, with faculty members quoted three times on page one.
- *The Wall Street Journal*, the No. 1 newspaper in the U.S. with a circulation of 2.1 million, talked to law experts Thaddeus Hoffmeister and Blake Watson for three stories.
- *USA Today*, the nation's No. 2 newspaper with a circulation of 1.8 million, wrote about or quoted University experts in seven stories.

- **Fox News** invited Larry Schweikart, history, and Vincent Miller, religious studies, to discuss high-profile issues in primetime with Glenn Beck, Fox & Friends and Bill O'Reilly.
- **CNN en Español**, which reaches 30 million Spanish-speaking viewers in North and South America, turned to Mark Ensalaco, director of human rights studies, for several hours of commentary.
- **CBS Radio News** talked to Ensalaco five times from August through May.
- International news outlets picking up University of Dayton news or talking to experts included the *International Herald Tribune*, the international edition of *The New York Times*; three major Australian newspapers; three high-profile Indian news outlets; and the United Kingdom's **BBC Radio**.
- **CNN.com** requested opinion pieces on hot topics from Steve Harrod, operations management, and Thaddeus Hoffmeister, law, drawing thousands of responses.
- The University appeared in two stories in **Inside Higher Ed**, a top online outlet focused on higher education.
- The *Chicago Tribune* carried four stories, consulting University experts on happiness, corruption, job-seeking and failed automotive designs.
- **The Associated Press** wrote six stories featuring the University for pieces carried thousands of times throughout the world.
- *The Christian Science Monitor* quoted University experts in five stories on topics ranging from Osama bin Laden to Harry Potter.

TELLING THE STORY:

A LEADER IN HIGHER EDUCATION

Future-focused, growing and on the move — these words describe the University of Dayton, a top-tier Catholic research university, according to *U.S. News & World Report*. National media took notice of the University's growing reputation and the continuing transformation and expansion of campus.



A LEADER IN HIGHER EDUCATION

U.S. News & World Report and *Washington Monthly* reported the University rose in their rankings and ranked the University as a top-100 national university.

When *The Associated Press* reported Sept. 6 universities were taking advantage of a down real estate market to snap up deals, the wire service talked to President Daniel J. Curran, who said he got “the deal of a lifetime” when the University purchased former NCR Corp. property. *USA Today*, *MSNBC*, *The Huffington Post* and *R&D Magazine*, among others, carried the story.

A full-page story in February in *The Chronicle of Higher Education* about the University’s innovative travel program featured President Curran and Vice President for Advancement Deborah Read.

The *National Law Journal* interviewed newly appointed School of Law Dean Paul McGreal in late November about the entrepreneurial character of the law school and *National Jurist* reported the appointment.



Sundar Kumarasamy, vice president for enrollment management, talked to *Inside Higher Ed* Sept. 10 about an innovative mailing strategy to prospective students. *The Huffington Post’s* college page picked up the story.

The Chronicle of Higher Education talked with Kumarasamy in January about the rise of success coaches and how enrollment management’s program supports first-year students even before classes start.

The Hindu, India’s national newspaper, featured Joseph Saliba, provost, and Kumarasamy in a story about a new engineering education partnership.

The Columbus Dispatch quoted Kumarasamy Nov. 14 about increasing enrollment of out-of-state students.

Clear Channel’s “*Education Report*,” a half-hour radio program reaching southwestern Ohio and parts of Kentucky and Indiana, featured the School of Business Administration’s new Center for Professional Selling July 18 with Dean McFarlin, chair of the management and marketing department, and lecturer Tony Krystofik, the center’s first director.



On July 28, McFarlin talked to *hiVelocity* — an online outlet focused on the new economy in Ohio — about the University’s Business Plan Competition. *HiVelocity* also talked to McFarlin in June 2011 for a feature story on the student-run Flyer Angels venture investment group.

Entrepreneur magazine and *The Princeton Review* announced the fifth-straight top-10 ranking for the University’s entrepreneurship program Sept. 21. Stories on the rankings appeared in online business and finance outlets including *Yahoo Finance* and *Forbes* as well as the print editions of *Entrepreneur* and *USA Today*.

The University’s enrollment success was noted in an *Associated Press* story Sept. 26 about booming enrollment in a number of Ohio universities. News outlets statewide picked up the story.

This (UD’s Business Plan Competition) is a terrific opportunity to create exposure in the community, in the region, and the country to help build the brand of our entrepreneurship program.’

— Dean McFarlin, management and marketing department chair, in *hiVelocity*



MIS associate professor David Salisbury discussed the MBA program’s new cybersecurity concentration on “*Education Report*.” Online career and business outlets *U.S. News & World Report*, *BizJournals*, *MyMajor*, *fwix*, *FindMBAPrograms*, *silobreaker*, *graduateguide* and *surfwax* carried stories.

The University garnered extensive coverage of the annual R.I.S.E. Global Student Investment Forum. *Bloomberg Radio’s* Kathleen Hays broadcast live from the forum for three hours. Numerous online outlets in the *Business Journals* network picked up a *Dayton Business Journal* story about the forum’s impressive integration of technology. Regional media including *ESPN 1350* in Cincinnati and the *Dayton Daily News* conducted pre-event interviews with keynote speakers. More than 200 outlets picked up news releases announcing the Bloomberg Radio broadcast and results of the student poll.



The Nov. 22 announcement that GE Aviation would build a \$51 million research facility on campus drew wide attention, including strong editorials in the *Dayton Daily News* and mentions by *Reuters*, *Yahoo Finance* and *CNBC*. Other milestones, including the April groundbreaking, were noted by *The Associated Press*, *CNBC*, *Yahoo Finance*, *MarketWatch*, *The Earth Times* and *USA Today*, among others.

A *Columbus Dispatch* editorial April 6 cited School of Education and Allied Professions Dean Kevin Kelly’s testimony to the Ohio General Assembly on allowing Teach for America participants to obtain teaching licenses.

Aerospace Professional featured the School of Engineering’s Merlin flight simulator, and *WVXU-FM*, Cincinnati’s National Public Radio affiliate, also did a story. Blogs including *Welcome Home Dayton* and *Treehugger* plus websites for *UPI*, *One Stop Newstand* and *Topix* picked up the news.

A deal of a lifetime.’

— President Daniel J. Curran on purchasing former NCR Corp. property, to *The Associated Press* in a national story



Career services director Jason Eckert talked to the *Chicago Tribune* in August with advice for job seekers, and in May, the *Catholic News Service* featured him in a story about the job outlook for recent graduates.

The Chronicle of Higher Education wrote about the groundbreaking for the University’s new \$25 million Caldwell Street housing project. The event also drew extensive Dayton coverage.

The Daily Telegraph in Australia mentioned the University frequently and quoted Una Cadegan, associate history professor, in a feature about alumna and former premier of New South Wales, Kristina Kerscher Keneally.

Shelf Awareness, a book trade e-newsletter, mentioned the University of Dayton bookstore as the winner of the first Collegiate Retailer of the Year Award from the National Association of College Stores.

The Plain Dealer in Cleveland on May 4 wrote about incoming first-year student Amanda Morel, who won a \$40,000 scholarship in the University’s inaugural “Your Question, Your Mark” video contest.



The Associated Press on May 6 took notice of the University’s success in attracting deposits from nearly 2,000 first-year incoming students. Eleven outlets in Ohio picked up the story.

TELLING THE STORY:

TRANSFORMATIVE EDUCATION

The University of Dayton offers students a distinctive education, emphasizing hands-on, real-world experiences and a commitment to the common good that transforms their worldviews and shapes their careers and lives. The University programs and curricula that help create those transformative experiences made news, as did current students and alumni who put their University of Dayton education into action. By example, they're leading lives of service.



TRANSFORMATIVE EDUCATION

Young Money, a financial magazine targeted to the college-age market, covered the Sept. 20 announcement of alumnus Bill Crotty's \$2.5 million gift to support entrepreneurship education. Dayton-area media also reported on Crotty's gift.

On Sept. 6, *The Chronicle of Higher Education* wrote about the University's hat trick in enrolling three sets of triplets in the incoming class.

The Catholic Telegraph on Oct. 8 focused on how the Center for Social Concern helps students connect faith with a commitment to service.

Young Money profiled Flyer Enterprises Nov. 16 as one of the largest student-run companies in the country and talked to student CEO Joe Guy.

Graduate Management News and *Washington Internet Daily*, an inside-the-beltway outlet, noted the MBA program's cybersecurity concentration.

Numerous outlets quoted graduate student Alex Kreidenweis during his journey to help pass Senate Bill 235, which makes human trafficking a felony in Ohio. The Ohio Attorney General's website and ProgressOhio.org were among the outlets quoting or mentioning Kreidenweis.

Dayton Daily News columnist Mary McCarty detailed the efforts of University students in the fight against human trafficking. The *Examiner* also picked up the story.

I believe the opportunities available to our employees differentiate us from students at other top colleges in the country and allow us to develop a unique skill set.'

— Joe Guy, Flyer Enterprises student CEO, in *Young Money*



The Columbus Dispatch ran a feature story June 1 about business major Bill Cooper, known online as The iPod Kid. Cooper created a successful business on YouTube by reviewing new technology and is among YouTube's most-viewed account holders. An Los Angeles education blogger on June 21 wrote about Cooper, and two other education blogs picked up the story.



Avionics Intelligence carried a University news release about a team of engineering students who tied for first place

with Swansea University in the Merlin Flight Simulation Group's international competition June 16 at Coventry University in the United Kingdom.

When former Ohio Gov. Bob Taft took on a college teaching role for the first time, *The Associated Press* wrote about his legislative politics class. The AP story appeared in more than 30 Ohio newspapers and websites in Cincinnati, Dayton, Columbus, Cleveland and Toledo.



Freedom from slavery is a fundamental human right, recognized worldwide. Unfortunately, it is a human right that is violated across the world, and Ohio is no exception. Attaining a slave-free world requires intelligent policy action like Senate Bill 235. Forty-four other states have enacted strong laws concerning human trafficking, and now Ohio has done the same.'

— Alex Kreidenweis, University of Dayton graduate student, *ProgressOhio.org*



New men's basketball head coach Archie Miller



The University of Dayton was front and center of the college basketball universe in March as the host of the NCAA Division I men's basketball tournament inaugural First Four.

There was only one place to watch the NCAA tournament — Dayton, Ohio. Media from around the nation covered the games and countless others from all corners of the U.S. ran or posted wire stories. Here's a sample of comments from reporters around the country:

Stewart Mandel, *Sports Illustrated*: "The hoops-crazed city has a long history with the NCAA (UD Arena this week will break the record for men's NCAA tourney games hosted, currently at 83) and is going all out to treat the First Four like a regular tourney experience. NCAA banners welcoming teams and fans appear alongside the exit road from Dayton International Airport and the street (Edwin C. Moses Boulevard) bordering UD Arena. Staff at the nearby Courtyard by Marriott on Monday donned NCAA apparel and handed out key cards with the First Four logo. Brackets were available at the front desk. As of late Monday afternoon, fans had bought more than 10,000 of the available 12,000 tickets for Tuesday's games."

Dan McCarney, *San Antonio Express-News*: "[UD Arena] is simply a fantastic place to watch a game: just small enough to feel like an old-school fieldhouse, just big enough to hit you in the solar plexus when the crowd gets into it. And trust me, it will. The fans here are still buzzing after NC-Asheville just tied its game up against Little Rock-Arkansas with a late 3. These are two no-name schools, and the locals are into it like it was Game 7 between the Lakers and Celtics. Great, great atmosphere."

David Scott, *Charlotte Observer*: "The Dayton Flyers often fill Dayton Arena for their Atlantic 10 games, and the building has long been a favorite of the NCAA for what used to be tournament play-in games and now its four first-round games."

Matt Jones, *CBS Sports*: "That is what the NCAA tournament is truly about. ... At a small arena in Dayton, and on some television station called truTV, the First Four is still able to capture its wonderful essence."

Todd Jones, *The Columbus Dispatch*: "Dayton has long proved that its folks will turn out for basketball, no matter who's playing, as shown in past years when all 10 of the play-in games between the Nos. 64 and 65 teams were played here."

Women's basketball also received attention in March. National media, including ESPN and *USA Today*, covered the NCAA Division I women's basketball regional at University of Dayton Arena. The University of Dayton women's basketball team made the NCAA Division I women's tournament for the second straight year as an at-large team and received mentions in national previews of the tournament.

Before the First Four tipped off at University of Dayton Arena, Vice President and Director of Athletics Tim Wabler talked to ESPN 710 in Los Angeles about preparations and what University of Southern California fans could expect when they visited Dayton. Wabler also did an interview for *Ohio News Network*.

The University made national sports news April 3 when Archie Miller was named as the new men's basketball head coach. Outlets in at least 28 states and online outlets of *USA Today*, *Yahoo Canada*, *Yahoo Sports*, *Forbes* and *The Washington Post* picked up *The Associated Press* story.

Dayton Flyers men's basketball player Chris Wright was a guest on the ESPN2 morning show "First Take."



TELLING THE STORY:
RESEARCH

The University of Dayton is a rapidly growing institution of scholarship and research. In the past eight years, sponsored research doubled from \$47.5 million in 2002 to \$95.3 million in 2010. The University conducted more than half a billion dollars in total sponsored research during that time.

Special expertise in such areas as high-performance materials, sensors, electro-optics, alternative energy and bioengineering drew funding and attention, while scholars in the humanities and social sciences were tapped to advance knowledge and understanding of the human condition.

RESEARCH

Research by assistant geology professor Shuang-Ye Wu, published in *Hydrological Sciences Journal*, forecasts more extreme flood events for the Miami Valley, increased rainfall in Ohio's winters and decreased rainfall in Ohio's summers. The **Ohio News Network**, **WVXU-FM** in Cincinnati and media in Dayton reported on the research.

Assistant political science professor Michelle Pautz received coverage throughout July for her research on how civil servants are portrayed in film. *The Washington Times*, *Roll Call*, *GovernmentExecutive* and the *Dayton Daily News* all wrote original reports on the research, and Pautz was a guest on **Federal News Radio** Aug. 6. Hundreds of online outlets picked up the story after it was distributed on **PRNewswire** and **Twitter**.

High Performance Composites magazine and the websites of *Forbes*, **CNBC**, *The Sacramento Bee* and *Aviation International* magazine covered the development of a specialized nanomaterial fabric by Khalid Lafdi, distinguished research engineer at the University of Dayton Research Institute.

The journal of the Society for the Advancement of Material and Process Engineering wrote about research by Lafdi on new materials for glaucoma tubes. **USA Today** picked up the *Dayton Daily News* story.

In a series on "The Next Revolutions" in November, *Aviation Week* highlighted the work of the Research Institute on NAHF-X (fuzzy fiber) for aerospace applications.

The Scientist quoted biology professor Panagiotis Tsonis in the April issue about a new development in stem cell research and eye regeneration.



'If research has found one overarching key to happiness, it's spending time with others.'

— Jack Bauer, associate psychology professor, in the *Chicago Tribune* on how people can be happy



Sensors magazine in January featured SMART (Status and Motion Activated Radiofrequency Tag) sensor technology invented by researcher Bob Kauffman. Dayton-area media, and other aviation, sensor and trade websites, also reported the story.

In a pre-Super Bowl interview, Kauffman discussed the potential of using the tags in football helmets to keep athletes safer on the "Head Games" edition of "Back Talk Live" on **WOR-AM** in New York City.

The *Journal of Failure Analysis and Prevention* featured Kauffman's SMART RFID technology in an article titled "Aircraft Sensor Could Adapt for Multiple Applications."

Sensors magazine, the *RFID Journal* and Dayton media covered American Thermal Instruments' licensing of Kauffman's SMART sensor technology.

Researcher Binod Kumar's invention of the first solid-state lithium-air rechargeable battery was included in the January **CNBC** magazine and online in a story on the "Year of the Battery."

In early August, Canadian newswire **CanWest** released a story about gay marriage, citing research by assistant communication professor Juan Meng on how media outlets frame the issue. Dozens of North American outlets picked up the story.

Aviation Week also noted that the Research Institute innovation "crushable concrete" — or Engineered Material Arresting Systems — continues to save lives by stopping planes from overshooting runways. Seven planes have been saved since 1996.

The **Express News Service** in India profiled the "mind reading" research of Vijayan Asari, an Ohio Research Scholar in wide area surveillance.

Nanotechnology Now and **Nanowerk** reported the appointment of Scott Gold as an Ohio Research Scholar in Multiscale Composites Processing and Lafdi as a Wright Brothers Institute Endowed Chair in Nanomaterials. **USA Today** picked up the story.



The June issue of *Men's Health* magazine and a June 30 article in the *Montreal Gazette* about marathon running featured research by Paul Vanderburgh, associate provost and dean of graduate, professional and continuing education, and professor of health and sport science, indicating that women are better pacers than men.

Dayton-area media covered the opening of a U.S. Air Force center that houses Research Institute staff working on blending traditional aircraft fuel and synthetic fuels to power aircraft.

Ohio news media covered a July 30 press conference held at the 1700 South Patterson Building by then-Gov. Ted Strickland to announce Ohio Job Ready Site program grants, including an award of \$3.5 million to help transform the former NCR world headquarters for use in research and development. Dayton-area news media and outlets statewide including *The Plain Dealer* (Cleveland) and *The Cincinnati Enquirer* reported on the award.



1700 South Patterson Building

'Somehow we need to keep reminding ourselves government as a whole is one thing and civil servants are not politicians, not the people we get angry at in government. We need to remind ourselves there is a distinction.'

— Michelle Pautz, assistant political science professor, in **GovExec.com**, on how civil servants are portrayed in film



The Research Institute's Chad Barklay talked to **WLW-AM** in Cincinnati and to Dayton media about the nuclear situation in Japan following the March earthquake and tsunami.



The *Electrical Engineering Journal* carried a news release about the imaging research of Bill Turri. **Vision Systems** website and the blog **GovWin** also picked up the release.

Cincinnati's **WVXU-FM** reported Aug. 6 on an NIH grant awarded to assistant biology professor and researcher Amit Singh to study birth defects in the eye. The *Dayton Daily News* also wrote a story Aug. 21 about Singh's research as well as the work of undergraduates in his lab.

TELLING THE STORY:

ACADEMIC EXCELLENCE

The University of Dayton's faculty and other professionals engage in scholarship, research and artistic creation that enrich student learning and contribute substantially and meaningfully to the region, the nation and the world.

From Catholic issues to the courtroom, University of Dayton experts were tapped for their expertise on some of the hottest topics and biggest news of the year.

An April 21 opinion piece on **CNN.com** by Steve Harrod, assistant professor of operations management, drew nearly 2,500 comments. Harrod argued much of the opposition to high-speed rail is cultural, not economic. About 93 other outlets, including *Forbes*, picked up the piece, and it was re-tweeted more than 500 times.



The Washington Times reviewed history professor Larry Schweikart's latest book, *7 Events that Made America America*, and Schweikart discussed the book for an hour on Fox News' **Glenn Beck**. *The Intelligencer* (Wheeling, W. Va.) also featured Schweikart.

USA Today quoted Schweikart in its May 2 roundup of reactions to Osama bin Laden's death.

David Dolph, chair of educational leadership, was quoted in a *Huffington Post* story June 1 about the impact of Ohio's budget bill on collective bargaining for public employees.



Professor and Panzer Chair in Education Charles Russo was featured six times in May and June in *The Huffington Post*. HuffPo talked to him about teacher protests across the country; education reforms in Tennessee; charter schools; and plans to reconsider teacher tenure rules.

The Huffington Post is an online-only news outlet with more than 20 million page views daily.

Free Republic picked up a *Dayton Daily News* story on Schweikart's new film production company, announced at the September premiere of his documentary, *Rockin' the Wall*. In November, Schweikart wrote an op-ed and synopsis of the film for George Mason University's "History News Network." Two conservative websites with large national audiences — *Human Events* and *BigHollywood* — reviewed the film.

The Christian Science Monitor quoted English professor Jim Farrelly Aug. 11 on the role of cities as characters in TV dramas.

Physics professor Bob Brecha wrote an article for the Sept. 17 issue of "Live Green," a supplement to the *Cincinnati Business Courier*, on the future of "green" jobs and education.

Bob Chelle, director of the Crotty Center for Entrepreneurial Leadership, spoke to **FoxBusiness Small Business Center** on Oct. 28 about how struggling start-up companies should make decisions about whether to stay in business.



On Nov. 14, the **Heartland Institute** published an online story on the history of federal food regulation efforts and quoted from Schweikart's book *What Would the Founders Say?* Schweikart made dozens of media appearances in April promoting the book. In addition to local coverage, Schweikart wrote a blog on **BigGovernment**, interviewed with **Tavis Smiley** and dozens of regional talk radio stations, and spoke to **C-SPAN's "BookTV."**

What was once a place of tragedy is now a place of hope. What a difference democracy makes.'

— Mark Ensalaco, political science associate professor and human rights studies director, in *The New York Times* on how the inspirational rescue of 33 miners may redeem the troubled past of a Chilean city



Cincinnati radio station **WYXU-FM** featured professor emeritus and poet-in-residence Herbert Woodward Martin on a special program previewed by the *Dayton Daily News* and *The Cincinnati Enquirer*.

The Wall Street Journal talked to law professor Blake Watson about New York Gov. David Paterson and his dealings with casino developers.



The Arizona Republic talked to Art Jipson, associate sociology professor, about the importance of rock anthems.

Ohio News Network talked to biology researcher Tracy Collins about dirty cell phones. Collins tested phones and door handles for bacteria. The story also aired on

10tv.com, the website of the CBS affiliate in Columbus.

A blogger on the website of *The Plain Dealer* in Cleveland wrote a memorial Jan. 13 for former University professor Xavier Monasterio.

The Christian Science Monitor quoted operations management professor Michael Gorman Feb. 17 about state decisions to reject funding for high-speed rail. The story was carried by **Yahoo News** and rail industry online outlets including **Railroad** and **highspeedtraintalk**.

The Cincinnati Enquirer published an op-ed in March by political science lecturer Dan Birdsong, making the case that public funding for media is critical to democracy.

It's like the white coat on the doctor. You want to be able to tell the captain from anyone else.'

— Janet Bednarek, history professor, about flight crew uniforms, **MSNBC.com**



The Washington Post noted the selection of Matt Shank, dean of the School of Business Administration, as the new president of Marymount University in Virginia.

The Columbus Dispatch and *USA Today* picked up an April 26 *Dayton Daily News* story quoting Richard Stock, Business Research Group director, about the difficulties older workers face in finding jobs. Stock also talked to **WLW-AM** in Cincinnati about Ohio census trends.

District Administration wrote about a 10-year study of school superintendents, co-written by Theodore Kowalski, education professor and Kuntz Family Chair in Educational Administration. Kowalski talked about school superintendents May 5 for a one-hour radio program on **WCPN-FM**, Cleveland public radio. The program was taped for the website and also aired on the **Ohio Channel**.

The Columbus Dispatch carried a *Dayton Daily News* story quoting law professor Tom Hagel about sex offender registries.

The **Examiner** picked up comments by Paul McGreal, new dean of the School of Law, accurately predicting a U.S. Supreme Court ruling on violent video games. He also conducted Q&As with **Gaming Nexus** and **Comics and Gaming Monthly**.





Law professor Thaddeus Hoffmeister commented on high-profile jury cases.

Assistant law professor Thaddeus Hoffmeister continued to grow his reputation

as a legal expert on juries and jury behavior. National, regional and local media turned to Hoffmeister for comment on the prominent trials of Casey Anthony, former Illinois Gov. Rod Blagojevich, Major League Baseball home-run king Barry Bonds and the high-profile regional murder trial of Ryan Widmer.

CNN Opinion invited Hoffmeister to comment on how the Casey Anthony jury — in the highest profile U.S. murder case in years — may have been influenced by popular culture. His opinion piece “Did ‘CSI’ effect sway Anthony jury?” discussed how television shows may have distorted jurors’ expectations about forensic evidence.



Other high-profile media appearances for Hoffmeister included discussing “Why Juries Must Agree” with *The Wall Street Journal* and talking about why a “Juror could face charges for online research” with *Reuters*.

The Wall Street Journal, *Chicago Tribune*, *Los Angeles Times*, *The Seattle Times* and *UPI* either interviewed Hoffmeister or carried his comments about the trial of former Illinois Gov. Rod Blagojevich.

When the judge in the high-profile trial of baseball legend Barry Bonds utilized Hoffmeister’s suggestions for instructing jurors about social media, Hoffmeister talked to the *San Jose Mercury News* March 5 about challenges presented by new technology. Multiple websites and blogs picked up the story.

Other outlets seeking Hoffmeister’s expertise during the year on juries or social media use include *Yahoo News*, *CNBC*, *The Star-Ledger* in New Jersey, *The Baltimore Sun* and the blog *Internet Evolution*.

Cincinnati and Dayton news outlets also tapped Hoffmeister frequently for comments about the heavily covered trials of Ryan Widmer for the murder of Widmer’s wife.

In 2010-11, Mark Ensalaco, human rights studies director and associate professor of political science, was repeatedly tapped by some of the largest news organizations in the world for his expertise on Latin America and terrorism.

Here are the highlights:

Ensalaco made three appearances on *CNN en Español* to discuss the Middle East, Afghanistan and Honduras. Ensalaco was a guest May 22 on the *CNN en Español* show “Choques de Opiniones” to discuss Osama bin Laden’s death and the Arab spring. He appeared June 26 to discuss President Barack Obama’s policy on Afghanistan. On June 1, Ensalaco discussed Honduras’ entry into the Organization of American States on *CNN en Español*’s nightly talk show. *CNN en Español* reaches 30 million people in North and South America.

CBS Radio News, with a network of more than 200 stations, talked to Ensalaco five times from August through May about the death of Osama bin Laden; Elena Kagan’s nomination to the U.S. Supreme Court; terror threats in Europe; CIA leaks; and criminal charges for the 1998 bombings of U.S. embassies.

Ensalaco talked to *The New York Times* and *BBC* radio about the history of a troubled Chilean city where 33 miners were rescued after 69 days underground. *The International Herald Tribune*, the global edition of *The New York Times*, also ran the story.

The Christian Science Monitor quoted Ensalaco about the death of Osama bin Laden.

Ensalaco was a frequent guest of Cincinnati radio giant *WLW-AM*, which reaches 38 states. Ensalaco discussed the ninth anniversary of 9/11, explosives on cargo planes from Yemen to the U.S. and the death of Osama bin Laden.

The Blade in Toledo quoted Ensalaco about an Ohio sex-slavery bill. Ensalaco also talked to *The Columbus Dispatch* and *Dayton Daily News* throughout the month on the topic.

A national blog focused on child and sex trafficking picked up a *Dayton Daily News* story quoting Ensalaco about Ohio’s human trafficking problem.

The Middle East Quarterly reviewed Ensalaco’s book *Middle Eastern Terrorism From Black September to September 11*.



Mark Ensalaco commented on human rights and terrorism.



PLAN DE OBAMA SOBRE AFGANISTAN
Las implicaciones políticas de la retirada



TELLING THE STORY:

CATHOLIC, MARIANIST IDENTITY

The University of Dayton's Catholic, Marianist identity infuses campus with a commitment to learning and living in community with opportunities for spiritual growth and service.

The distinctive Marianist attributes of a University of Dayton education of learning in community, serving others and adapting to changing times were often highlighted in news stories. As one of the top 10 Catholic universities in the U.S. and a leader in Catholic thought and Marian scholarship, University of Dayton experts provided context and commentary on the intersection of faith and public policy, Catholic teachings, religious devotion and U.S. Catholicism.

CATHOLIC, MARIANIST IDENTITY

The New York Times

A Dec. 24 story about the first officially sanctioned Marian apparition in the U.S. on page one of *The New York Times* quoted the Rev. Johann Roten, S.M. About 30 media outlets picked up the story including *The Huffington Post*, *MSNBC*, *National Catholic Reporter*, *Pittsburgh Post-Gazette* and *San Antonio Express-News*. *Catholic News Service* and *Religion News Service* both talked to Roten, director of research and special projects for the Marian Library/International Marian Research Institute, for stories that were carried by dozens of outlets nationwide, including the *National Catholic Reporter*.

The *National Catholic Reporter* wrote three stories that appeared online and in print about an international gathering of theologians at the University in mid-May on the issue of exclusion in religion. The stories covered remarks by Dennis Doyle, religious studies professor; Mark Ensalaco, director of human rights studies and associate political science professor; and Leslie Picca, assistant sociology professor, about the impact of excluding women, immigrants and people of color.

Relevant Radio interviewed Tom Hunt, teacher education professor and fellow in the University's Center for Catholic Education, for an hour Sept. 3 about *Urban Catholic Education*, the new book he co-edited about the history of Catholic schools in 12 cities. Relevant Radio is the largest Catholic talk radio network in the United States, with 20 stations and 18 affiliates in 15 states. *Catholic Education: A Journal of Inquiry and Practice* reviewed the book in March. *Catholic San Francisco* featured the book in its Oct. 6 issue.

The Catholic Telegraph reported on the University's partnership with Marianist publishing company Grupo SM to create University of Dayton Publishing. The venture publishes English-language textbooks in Spanish-speaking countries.

The *Catholic News Service* wrote about campus minister and songwriter Nick Cardilino when a song he wrote was

This is a gift to the believers. This will have a beneficial impact on the people, showing them that there are ways of living with faith that are very pure.'

— The Rev. Johann Roten, S.M., on the first official Marian apparition in the U.S., in *The New York Times*



selected as the anthem of the 2011 National Catholic Youth Conference. Outlets including *The Boston Pilot* and *Catholic Times* in Columbus, Ohio, carried the story.

The Marian Library's annual crèche exhibit received national attention with a large feature story in *Our Sunday Visitor*, which describes itself as the largest Catholic weekly newspaper in the U.S. The *National Catholic Register* wrote about the library's exhibit in two separate stories and *Pittsburgh Catholic Magazine* carried a full-page story. **New Hampshire Public Radio** talked with Roten about Nativity traditions in a 10-minute live interview. The *Catholic Times* and *The Catholic Telegraph* also wrote about the exhibit.

Pittsburgh Catholic Weekly highlighted *The Look of Catholics*, a new book by associate religious studies professor Anthony Burke Smith on how popular media helped bring Catholics into mainstream America.

The day before the last volume of the *Harry Potter* series hit movie theaters, *The Christian Science Monitor* interviewed campus minister Emily Strand about parallels between the series and Christian theology.

A *Catholic Telegraph* story April 27 featured Strand and her podcast "Beyond the Words," which explains the new Roman Missal. Strand partnered with the archdiocese to create the podcast.

The Florida Catholic wrote on May 19 about a new partnership with the Virtual Learning Community for Faith Formation, which offers online Catholic education to lay and religious people.



Emily Strand

With one of the deepest concentrations of Catholic scholars in the U.S., the University of Dayton's religious studies experts, theologians and historians were frequently sought by high-profile news media throughout the year for their perspectives.

From the sex abuse crisis to Catholic social teaching to beatification, faculty experts' comments were front-page news in *The New York Times*, received global distribution through *The Associated Press* and went primetime nationally on Fox News.

In addition to mainstream media, outlets with a focus on Catholic issues and religion also called on the University's experts. Stories featuring or quoting University experts appeared in the *Catholic News Service*, *Religion News Service*, *National Catholic Reporter*, *America* and *Our Sunday Visitor*, among others.

Especially active this year were Dennis Doyle, religious studies professor; William Portier, Mary Ann Spearin Chair of Catholic Theology; David O'Brien, University Professor of Faith and Culture; and Vincent Miller, Gudorf Chair in Catholic Theology and Culture.

When more than 70 Catholic theologians, including several from the University, wrote to U.S. Speaker of the House John Boehner May 11 about concerns that the proposed budget did not follow Catholic social teaching, the story made national news. Hundreds of outlets around the country, including *The New York Times*, *The Plain Dealer* and *The Columbus Dispatch*, carried stories mentioning the University.

On May 12, Miller went head to head with Fox News' Bill O'Reilly on "The O'Reilly Factor" about the letter and Catholic social teaching.

The Washington Post, *USA Today*, *Catholic News Service* and the *National Catholic Reporter*, among others, quoted Miller about the controversy. Hundreds of news outlets and blogs around the nation picked up the stories.

The Associated Press asked Portier to comment on whether comments by the pope on condom use by people with HIV represented a fundamental change in church teaching. The story drew more than 20,000 media hits worldwide and a Spanish-language version drew more than 50 mentions.

Doyle's comments about polarization around the issue appeared in *The Washington Post*, *The Guardian* (U.K.) and *The Sydney Morning Herald* (Australia).

For a page-one story on the sex abuse crisis in the Catholic church, *The New York Times* on March 4 turned to O'Brien for his perspective. About 80 other outlets picked up the story. O'Brien also talked to *The Plain Dealer* June 6 about the continuing crisis.

O'Brien talked to *The Associated Press* May 18 about a long-awaited and controversial report on the causes of the sex abuse crisis. Hundreds of outlets, including *Forbes* and *MSNBC*, picked up the story.

O'Brien commented on June 3 about controversial parish consolidations for an Associated Press story carried in *The Boston Globe*.

Miller wrote a blog Feb. 10 on the website of *America*, a national Catholic weekly magazine, about the new iPhone "confession app."

The *Catholic News Service* quoted Doyle in a story about the beatification of Pope John Paul II that was carried by numerous Catholic news outlets around the country. Doyle also talked to XM/Sirius' Catholic Channel about the beatification.

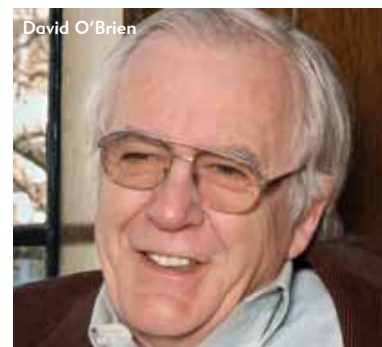
O'Brien talked to *Our Sunday Visitor* about whether Tea Party principles are consistent with Catholic teaching.



Dennis Doyle



Vincent Miller



David O'Brien



William Portier



TELLING THE STORY:

INTERNATIONAL AND INTERCULTURAL ENGAGEMENT

The University of Dayton cultivates a richly varied and engaging environment where international and intercultural citizenship flourishes.

Media around the world and in the U.S. covered the University of Dayton's efforts to help students develop into citizens of the world and embrace diversity in their own communities. Partnerships with higher education institutions in China, India and other countries drew attention to the University's high-quality educational opportunities and welcoming campus.

TELLING THE STORY:

DAYTON-AREA MEDIA

Dayton-area news media took notice and frequently covered the University of Dayton's remarkable growth, contributions to the region's economy and the key role it plays in creating opportunities for job growth and new business.

In addition, local media called upon University faculty experts to comment on breaking news stories, emerging trends and issues that affect the everyday life of people in the Miami Valley.

Broadcast, print and online outlets also reported on University of Dayton students and their tradition of service to the community – in classrooms, neighborhoods and on the river.

The Dayton area ranks No. 62 of the top-100 U.S. media markets — many national stories and experts are local stories first — and the University is proud that regional media outlets prominently showcase our stories and our people.

HERE ARE SOME OF THE STORIES:

LEADER IN HIGHER EDUCATION

Stories on the remarkable growth of the University were featured in a package of page-one Sunday stories and photos in the *Dayton Daily News (DDN)* July 18.

When the University announced plans to build a \$25 million townhouse complex for students on Brown Street, it was front-page news in the *DDN* and also carried by the *Dayton Business Journal (DBJ)*, *WHIO-TV*, *WDTN-TV*, *ABC22/Fox 45* and *WHIO-AM*.

A major revision to the School of Business Administration's MBA program was featured throughout April in the *DBJ*, the *DDN* and the "Education Report" radio program on Clear Channel stations *WDSJ-FM*, *WMMX-FM* and *WLQT-FM* heard throughout southwest Ohio.

The *DDN* quoted Vice President for Enrollment Management Sundar Kumarasamy in an April 4 story about how population changes in Ohio are affecting college enrollment strategies.

The University-sponsored Blue Sky Project received significant local coverage in July. The arts program was featured on a 30-minute show on *WHIO-TV*, and the closing exhibition was previewed three times in the *DDN*.

In a Sept. 12 article, the *DDN* highlighted the University's fund-raising efforts for a new Center for the Arts and promoted the Arts Series throughout September.

The *DBJ*, *DDN* and *WDTN-TV* covered the first business and education graduate classes held at the 1700 South Patterson Building, the former NCR world headquarters.

The *DDN*, *DBJ*, *WHIO-TV* and *ABC22/Fox 45* reported the creation of the School of Business Administration's new Center for Project Excellence. Steve Hall, center director, and Chuck Wells, chair of MIS, operations management and decision sciences, also were guests on **Clear Channel** radio's "Education Report."

"Education Report" also featured an interview June 26 with Paul Benson, dean of the College of Arts and Sciences, and Kevin Kelly, dean of the School of

Education and Allied Professions, about the University's STEM initiatives and inclusion in a fellowship program which provides a pathway for professionals in the STEM fields to become teachers in Ohio's urban and rural schools.

When the Osher Lifelong Learning Institute at the University focused on regionalism during its spring session, Dayton area news media covered the conversation. The *DDN*, *WHIO-TV*, *WHIO-AM*, *WDTN-TV* and *ABC22/Fox 45* TV covered the high-profile discussion.

The *DDN* wrote two stories on a gift of more than \$600,000 establishing the O. Jack and Opal Anderson Faculty Fellowship in Engineering Innovation.

Kim Trick, chemistry instructor, and Ryan Allen, assistant director of e-learning, talked to the *DDN* about the rapid growth of clickers as a classroom tool.

TRANSFORMATIVE EDUCATION

WYSO-FM featured a story Nov. 18 on a poverty simulation and interviewed two students and community outreach coordinator Kelly Bohrer about how the program raises students' awareness of the struggles of millions of Americans in poverty.

The *DDN* wrote a story Aug. 16 about the Fitz Center's Semester of Service program, which has seen an increase in popularity among students.

The *DBJ* focused on the University's entrepreneurship program and talked to Dean McFarlin, chair of the management and marketing department, and student Victoria Lockett about experiential entrepreneurship programs.

The *DBJ* also wrote about two student-run programs: Flyer Angels' first investment in a young company on April 1 and Flyer Enterprises' new storage division on April 2.

The *DDN* wrote a feature July 1 about senior David Parkes when he headed for an internship at the U.S. State Department.

The *DDN* previewed the Celebration of the Arts in the March 27 Life section. The annual LitFest celebration was also featured. The celebration and the Stander Symposium received coverage in early April from all three local television stations.

ABC 22/Fox 45, broadcast two, live evening newscasts from Christmas on Campus, highlighting the University students who hosted hundreds of area children for the fun, holiday service event.

WDTN-TV featured the "Wheels for Kids" program April 9, highlighting students' efforts to refurbish and donate used bicycles to Dayton school children.

A *DDN* story June 29 reported the Dayton Early College Academy's plans to establish a K-6 program using Ohio Race to the Top funds. The *DDN* also wrote about DECA's graduation June 4, featuring an Algerian immigrant who became the first in her extended family to go to college.

The *DBJ* wrote about the School of Engineering's efforts to train engineers to create and market new products and businesses to help create new jobs.

"Conversation Piece," *WHIO-AM*'s weekly 30-minute public affairs show, featured Jason Eckert, career services director, about the job outlook for the class of 2011. The *DDN* interviewed Eckert on the same topic.

"Conversation Piece" highlighted University students and promoted the River Summit March 20. Other area media also covered the summit.

RESEARCH

The *DBJ* featured research by Kurt Jackson, a physical therapist and neurology coordinator in the doctor of physical therapy program, about the benefits of kickboxing for people with multiple sclerosis.

The *DBJ* reported May 16 on a grant from the National Institute of Justice to assistant biology professor Eric Benbow to study microbes and body decomposition.

The *DDN* on Feb. 27 explored how federal stimulus funds are being spent in the region and talked to University of Dayton Research Institute Director John Leland about the importance of investing in research for job creation.

The *DDN* and the *DBJ* reported on a new U.S. Air Force \$35-million ceiling contract for UDRI for sensing device research.

ACADEMIC EXCELLENCE

In a story about rising cybercrime, the *DDN* quoted Susan Brenner, NCR Distinguished Professor of Law and Technology: "It's a good time to be a cybercriminal."

Serdar Durmosaglu, assistant marketing professor, gave his tips to the *DDN* about returning unwanted gifts in a Christmas Day story.

The *DDN* turned to Durmusoglu again for two stories about rapid changes in the DVD retail market.

Irene Dickey, marketing lecturer, talked to the *DDN* about a local company whose holiday marketing contest went viral. Several online tech outlets carried the story, including Dailytech. She talked to the *DDN* on Feb. 14 for two stories about technology.

Art Jipson, director of the criminal justice studies program, talked to the *DDN* about the connection between property crimes and the economy.

Religious studies professor Dennis Doyle wrote an opinion piece about capitalism and communism that appeared in the *DDN* Oct. 12.

The *DDN* quoted political science lecturer Dan Birdsong in an April 2 story about Ohio Republicans moving quickly on their agenda and an April 7 story about Ohio Democrats launching a plan to recall the governor. He also talked to *WYSO* about the election of Rep. John Boehner to Speaker of the House.

Jipson talked to the **DDN** about public entities moving to restrict employees from social media use.

Pamela Laufer-Ukeles, associate law professor, commented to the **DDN** about the baby Vanessa adoption case on March 20.

The **DDN** quoted Laura Leming, chair of the sociology, anthropology and social work department, in a March 20 story about the rise of Turkish Islamist charter schools.

When an earthquake and tsunami hit Japan, the **DBJ**, **Fox 45** and **WDTN-TV** turned to associate geology professor Allen McGrew to put the earthquake into perspective.

In a **DDN** story April 24, associate MIS professor David Salisbury gave advice to businesses on how to donate computers to charity and still maintain security.

The **DDN** featured a blog entry and front-page story about professor emeritus and poet Herbert Woodward Martin's recent discovery of two, previously unpublished Paul Laurence Dunbar poems.

The **Fox 45** morning show asked two faculty members to comment on a televised debate for Ohio governor. Associate marketing professor and persuasion expert Randy Sparks previewed the debate Sept. 14, and political science lecturer Dan Birdsong gave a post-debate analysis Sept. 15. In January, **Fox 45** asked Sparks to analyze the best and worst Super Bowl commercials.

Former Ohio Gov. Bob Taft was the guest on the one-hour **Miami Valley Journal** from Central State University.

Associate accounting professor Janet Greenlee was quoted in a **DDN** story Feb. 17 about corporate governance and avoiding fraud after a local clinic took financial hits for poor leadership decisions.

The **DDN** profiled visiting resident composer Libby Larsen Feb. 12, and wrote about her coaching of University music students.

Robert Chelle, director of the Crotty Center for Entrepreneurial Leadership, talked to the **DDN** about entrepreneurship on Feb. 6.

WHIO radio remembered former communication professor and part-time announcer Jack Rang, who died Feb. 7.

The **DDN** on June 21 quoted Katie Kinnucan-Welsch, chair of the teacher education department, extensively in a story about keeping kids mentally engaged throughout the summer.

Shawn Cassiman, assistant social work professor, talked to the **DDN** on June 3 about how the use of bank cards with overdraft fees for unemployment benefits hurts recipients.

Tom Hagel, law professor, talked to the **DDN** June 24 about moves to collect more fees from drivers caught on camera running red lights.

CATHOLIC, MARIANIST IDENTITY

The **DDN** talked to religious studies professors Bill Portier and Dennis Doyle March 17 for an extensive story on Catholic saints. Other Cox media outlets carried the story.

WDTN-TV ran a story Aug. 11 on a Picture Book Read-In sponsored by the University's Center for Catholic Education that allowed Catholic schoolteachers to spend a morning reading the latest picture books and discussing them with colleagues.

INTERNATIONAL, INTERCULTURAL ENGAGEMENT

Julius Amin, chair of the history department, wrote about the Peace Corps' 50th anniversary in a March 3 opinion piece in the **DDN**.

The **DDN** printed a letter to the editor Aug. 17 from Amin about the University's Immersion Experience in Cameroon, which he said adds a practical and international perspective to students' education.

Amy Anderson, director of the Center for International Programs, talked to the **DDN** April 2 about trends in study abroad.