

**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 Report |
| Agence France-Presse              | Forbes               | National Public Radio     | USA Today                |
| Al Jazeera                        | HealthDay            | New Scientist             | University Business      |
| The Associated Press              | Higher Ed Dive       | New York Post             | Voice of America         |
| The Atlanta Journal-Constitution  | The Hill             | The New York Times        | Yahoo News               |
| The Atlantic                      | The Independent      | Newsweek                  |                          |
| 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**



*What Interior Designers Really Think of HGTV Renovations*

**THE LIST**



*How Do We Get Off the Renovation Treadmill?*

**MEDIUM**



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

**HOUSE DIGEST**



*7 Reasons To Stop Watching Home Improvement Shows*

**MONEY TALKS NEWS**



*How HGTV Is Transforming Our Homes — and Us*

**WBUR-FM “ON POINT”**



*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**



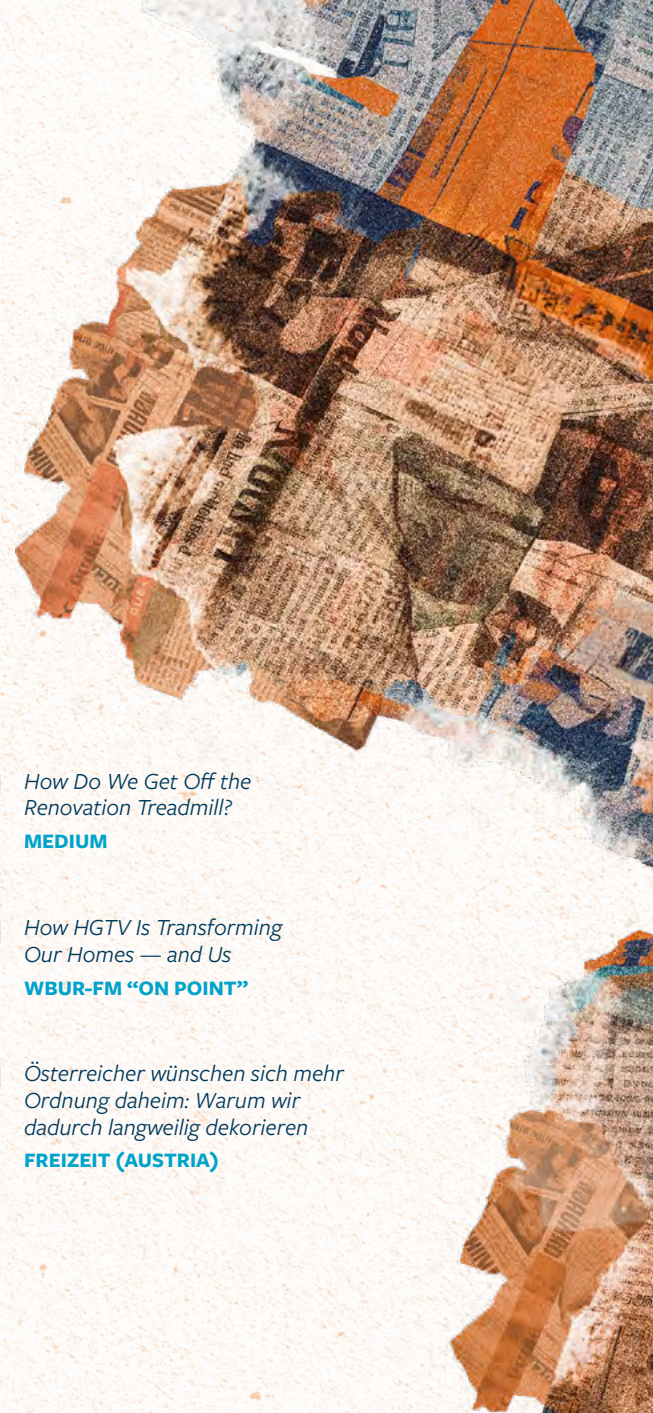
*Enter Your Villain Era – Gen Z Is Rebranding This Self-care Home Decor Trend*

**IDEAL HOME (U.K.)**



*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 Falts 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

