



MEDIA HIGHLIGHTS

JULY 2013

Increasing national and international news coverage about faculty research, student achievement and innovative programs is one of the ways University Communications seeks to raise the profile of Florida State University. University Communications' News & Research Communications staff members, in collaboration with communicators across campus, pitch story ideas, provide experts lists, write news releases and distribute video content for use by producers and reporters all over the world.

Faculty experts **Paolo Annino, Marcy Driscoll, James Elsner, Gregory Erickson, Wayne Hochwarter, Marshall Kapp, Gary Kleck, Eric Laywell, Stephanie Pau, Mark Schlakman and Angelina Sutin** were among those featured in July by some of the top media outlets in the nation and abroad, including **NPR, The Huffington Post, The Weather Channel, UPI, Christian Science Monitor, Los Angeles Times, New York Daily News, Washington Times, CBS News, NBC News and Fox News.**

There were more than **975** media placements in July, and about **30** percent of those were directly generated by media relations strategies. An analysis of the media coverage is as follows:

Focus Summary

- **30%** research/faculty
- **40%** college, unit or student focus
- **30%** other features, issues management and/or editorials

Geographic Summary

- **20%** regional and local
- **60%** national
- **20%** international

Social Media

- FSU gained **1,845** new Facebook fans in July; there was a **7.8%** average engagement rate (compared to a 1% industry average) while the high quality engagement rate was **2.07%**. The total reach for the month was **781,646** users.
- Twitter (@floridastate) increased by **619** followers in July.
- The month saw more than **7.3 million** total impressions across Facebook and Twitter, **13,556** total views via YouTube and 3,560 "likes" and comments on Instagram.

Broadcast Media

- There were **195** mentions of Florida State University in major television markets across the country in June.

The following provides highlights of media placements resulting from pitching, news releases, news events and collaborative efforts:

NATIONAL/INTERNATIONAL (RESEARCH)

'Fat Shaming' – Angelina Sutin, assistant professor of medical humanities and social sciences in the College of Medicine, led a study that found that discrimination against overweight people increases their risk of becoming or staying obese. Dozens of national and international media outlets reported her findings. Among them: [NPR](#), [The Huffington](#)

[Post](#), [CBS News](#), [NBC News](#), [Fox News](#), [UPI](#), [Daily Mail \(U.K.\)](#), [Christian Scientist Monitor](#), [Los Angeles Times](#), [New York Daily News](#), [The Week](#), [The National \(United Arab Emirates\)](#), [Times of India](#), [AARP Blog](#), [Nature World News](#), [Science Codex](#), [Science Daily](#), [Health Central](#) and [Medical Xpress](#).

Guns, Physicians and Seniors – Marshall Kapp, director of the Florida State University Center for Innovative Collaboration in Medicine & Law, published a paper in the Annals of Internal Medicine about whether physicians should ask geriatric patients whether they have access to guns at home. The paper prompted news stories by several national media outlets and medical websites. Among them: [NPR](#), [New England Public Radio](#), [Capital Public Radio](#), [American University Radio](#), [WVPE 88.1](#), [Tri States Public Radio](#), [New York NOW](#), [WFSU News](#), [AARP Blog](#), [LiveScience](#), [Pri-Med](#), [Doctors Lounge](#) and [Physician's Briefing](#).

Domestic Violence — A News & Research Communications media pitch about a new toolkit developed by FSU's Institute for Family Violence Studies to prevent domestic violence involving law enforcement officers resulted in media attention across the Southeast. **Karen Oehme**, director of the institute, was quoted in a news stories in the Alexandria, La., [Town Talk](#) and the [Orlando Sentinel](#), and a guest column she wrote on the topic was published in the [Tallahassee Democrat](#). In addition, she and institute program director **Zach Summerlin** were guests on [WFSU-FM's "Perspectives"](#) show, and Summerlin wrote a guest column that was published in the Jackson, Miss., [Clarion-Ledger](#).

Tropical Flowers – Stephanie Pau, assistant professor of geography, conducted a study that found that tropical forests are producing more flowers in response to only slight increases in temperature. A news release issued by News & Research Communications generated news stories in several media outlets. Among them: [UPI](#), [Environmental News Network](#), [Science Daily](#), [Science Codex](#), [Bio-Medicine](#), [Phys.Org](#), [Mongabay](#), [Red Orbit](#) and [Science Newsline](#).

Brain Tumors – Associate Professor of Biomedical Science and Neuroscience **Eric Laywell** is studying a new therapeutic agent that would shift the focus from eradicating brain tumors to managing them for better quality of life. After News & Research Communications, in collaboration with the College of Medicine, issued a news release about his research, several medical websites reported the findings. Among them: [AANS Neurosurgeon](#), [News Odrome](#), [The Medical News](#), [News-Medical](#) and [BioPortfolio](#).

Hurricane Fears – Jim Moran Professor of Management **Wayne Hochwarter** conducted a study that uncovered Florida workers' pre-hurricane fears. After News & Research Communications, in collaboration with the College of Business, issued a news release, several media outlets reported Hochwarter's findings. Among the outlets: [WFSU](#), [EHS Today](#), [ISHN](#) and [Phys.Org](#).

Hydrogen Cell – Florida Gov. Rick Scott signed a bill to raise private funds for startup companies like Bing Energy, which relies on technology developed at FSU for their fuel cells. Several media outlets mentioned FSU in their stories. Among them: [First Coast News](#), [WTSP \(Tampa\)](#), [Tallahassee Democrat](#) and [Fuelcellworks](#).

FACULTY EXPERTISE

Hurricanes – Professor of Geography **James Elsner** was quoted in several media outlets about a study that claimed hurricanes would get stronger and more frequent. Among the outlets: [The Huffington Post](#), [The Weather Channel](#), [Climate Central](#) and [Climate Connections](#).

Dinosaur Discovery – **Gregory Erickson**, a professor in the Department of Biological Science, was quoted in several radio stories about a newly discovered dinosaur with an unusually large “schnoz.” Among them: [Minnesota Public Radio](#), [KTOO](#), [KACU](#) and [WFSU News](#).

Lawsuit – **Paolo Annino**, the Glass Professor of Public Interest Law in the College of Law, is representing several of nearly 200 disabled children in a lawsuit against Florida by the Federal Government for being placed in adult nursing homes. Annino has been quoted in several articles published in the [Orlando Sentinel](#), [Sun Sentinel](#), [WTSP \(Tampa\)](#), [First Coast News](#), [The News Press](#) and [Breitbart](#).

Capital Punishment – Senior program director for FSU’s Center for the Advancement of Human Rights **Mark Schlakman** was quoted in an Associated Press story that was picked up by several media outlets about a new law that attempts to overhaul Florida’s capital punishment process. Among the outlets: [Florida Today](#), [South Florida Times](#), [Bradenton Herald](#), [First Coast News](#), [St. Augustine Record](#), [ABC Action News](#), [WPTV News Channel](#), [WSVN 7 News](#), [WKRG News 5](#), [WTSP.com](#) and [NBC Miami](#).

Gun Control – **Gary Kleck**, the David J. Bordua Professor of Criminology, was quoted in [The Washington Times](#) for his expertise on gun laws.

Teacher Training – **Marcy Driscoll**, dean of the College of Education, wrote an opinion article on the value and effectiveness of teacher training programs that was published in the [Tallahassee Democrat](#).

STUDENT-CENTERED UNIVERSITY

Veterans Study Room – The [News Herald](#) and [WMBB News 13](#) published a story about the opening of the James Skinner and Cameron Skinner Veterans Study Room for student veterans at FSU Panama City.

Dream Defenders – FSU students were among those who took part in the Dream Defenders protest of the state’s “stand your ground” laws after the Trayvon Martin case verdict. Several media outlets including [USA Today](#) and [FSView & Florida Flambeau](#) reported the group’s sit-in at the Florida Capitol.