



MEDIA HIGHLIGHTS

MARCH 2014

Florida State University's integrated marketing and communications strategy focuses on enhancing the reputation of the institution by increasing national and international media coverage for research, creative activities, faculty, student achievement, institutional priorities and innovative programs. The Office of University Communications, in collaboration with communicators across the university, pitches story ideas, provides experts lists, writes news releases, and creates and distributes digital and social media content for use by producers, editors and journalists across the globe. Visit news.fsu.edu for up-to-date news.

Faculty experts **Thomas Albrecht-Schmitt, Andrew Askew, Roy Baumeister, Jeff Chanton, Pradeep G. Bhide, Talbot "Sandy" D'Alemberte, Davis Houck, Pamela Keel, Ian MacDonald, Austin Mast, Darrin McMahon, Marcus Roberts, Don Weidner** and **Jinmin Zhu** were among those featured by some of the top media outlets in the United States and abroad in March. Stories that featured them were published or broadcast by numerous media outlets, including **CNN, NPR, Chicago Tribune, Philadelphia Inquirer, New York Times, Newsday, U.S. News & World Report, The Atlantic, Time, UPI, Huffington Post** and **The Weather Channel**.

There were about **3,200** media placements in March, and about **15** percent of those were directly generated by media relations strategies. An analysis of the media coverage is as follows:

Focus Summary

- **27%** college, unit or student focus
- **30%** research/faculty
- **43%** other features, issues management and/or editorials

Geographic Summary

- **57%** national
- **31%** regional
- **12%** international

Social Media

- FSU gained **6,842** new Facebook fans in March; there was an average engagement rate of **10%** (compared to a 1% industry average) while the high quality engagement rate was **2.5%**. The total reach for the month was **1.1 million** users.
- Twitter (@floridastate) increased by **668** followers.
- There were more than **54.3 million** total impressions across Facebook and Twitter; **22,922** views via YouTube; and **10,226** likes and comments on Instagram.

Broadcast Media

- There were about 450 mentions of Florida State University in national media outlets, such as **CNN's "The Lead with Jake Tapper"** and **CBS' "60 Minutes"** and major television and radio markets across the country including New York, Detroit and Tampa.

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

NATIONAL/INTERNATIONAL (RESEARCH)

Eating Disorders and Facebook — A study led by **Pamela K. Keel**, a professor in the **College of Arts and Sciences'** Department of Psychology, found that frequent Facebook use is associated with higher levels of disordered eating among college women. A University Communications news release generated media coverage in hundreds of national and international media outlets. Among them: [CNN](#), [CNET](#), [UPI](#), [Chicago Tribune](#), [Philadelphia Inquirer](#), [Newsday](#), [\(U.K.\) Daily Mail](#), [US News & World Report](#), [The Atlantic](#), [Salon](#), [Mother Jones](#), [Tampa Bay Business Journal](#), [WZTV \(Fox-Nashville\)](#), [MSN Health](#), [Nature World News](#), [Medical Daily](#) and [PsychCentral](#).

Radioactive Waste — A groundbreaking study on the element californium led by **Thomas Albrecht-Schmitt**, the Gregory R. Chopin Professor in the **College of Arts and Sciences'** Department of Chemistry and Biochemistry, could change how the world stores radioactive waste and recycles fuel. A University Communications news release generated coverage by national and international media outlets. Among them: [Time](#), [UPI](#), [Austrian Tribune](#), [News Tonight Africa](#), [International Business Times](#), [R&D Magazine](#), [TechTimes](#) and [Phys.Org](#).

Plant Crowdsourcing — **Austin Mast**, associate professor of biological science in the **College of Arts and Sciences** and director of Florida State's herbarium, is using crowdsourcing to digitize the university's plant specimens. A University Communications news release led to a story on the [NPR](#) program "All Things Considered" that was aired on NPR stations across the country including [Northern Public Radio](#), [Tri States Public Radio](#), [Public Broadcasting Atlanta](#), [Capital Public Radio](#) and [WFSU-FM](#).

Methane in the Food Web — **Jeff Chanton**, the John Widmer Winchester Professor of Oceanography the **College of Arts and Sciences**, was among a team of researchers that confirmed that methane-derived carbon entered the Gulf of Mexico's food web through tiny organic particles floating in the Gulf after the 2010 oil spill. A University Communications news release generated coverage in the [Pensacola News Journal](#), [Tallahassee Democrat](#), [WTXL](#), [Ocean News & Technology](#) and [Phys.Org](#).

Nicotine and ADHD — **College of Medicine** Professors **Pradeep G. Bhide** and **Jinmin Zhu** have found evidence that prenatal exposure to nicotine could manifest as attention deficit hyperactivity disorder in children born a generation later. A University Communications news release generated coverage by media outlets including [The \(Lakeland\) Ledger](#), [Sun News Network](#), [Nature World News](#) and [PsychCentral](#).

FACULTY EXPERTISE

Oil Slicks — **Ian MacDonald**, a professor in the **College of Arts and Sciences'** Department of Earth, Ocean and Atmospheric Science, was quoted in a story on [The Weather Channel](#) and appeared on [CNN's "The Lead with Jake Tapper"](#) about oil slicks that were discovered in the South China Sea by rescue teams looking for the missing Malaysian Airlines jet.

Ditch the PowerPoint — **Andrew Askew**, assistant professor of physics in the **College of Arts and Sciences**, was quoted in an [NPR](#) story about a growing movement to ban PowerPoint presentations in order to encourage more interaction at meetings. The NPR story aired on public radio stations across the country including [Public Broadcasting Atlanta](#), [Texas Public Radio](#) and [Georgia Public Broadcasting](#).

Happiness — **Darrin McMahon**, the Ben Weider Professor of History in the **College of Arts and Sciences**, was quoted in a [Huffington Post](#) column about how happiness became a cultural obsession. In a separate [Huffington Post](#) article, **Roy Baumeister**, the Francis Eppes Eminent Scholar in the **College of Arts and Sciences'** Department of Psychology, was quoted about the difference between a happy life and a meaningful one.

Civil Rights — **Davis Houck**, a professor in the **College of Communication and Information** who has published anthologies of public oratory during the Civil Rights era, was featured in a [New York Times](#) story about a Methodist minister who delivered a particularly bold 1964 sermon.

Illegal Immigrants — **College of Law** Dean **Don Weidner** and former law dean and President Emeritus **Talbot "Sandy" D'Alemberte** were quoted in a [Tampa Tribune](#) article about a Florida Supreme Court decision on whether illegal immigrants can practice law.

The Virtuoso — **College of Music** Assistant Professor of Jazz Studies **Marcus Roberts** was featured in a segment on [CBS' "60 Minutes"](#).

STUDENT-CENTERED UNIVERSITY

Graduate Program Rankings — FSU's graduate programs in education, law, statistics, chemistry and physics continue to move up in national rankings, according to U.S. News & World Report's 2015 edition of "Best Graduate Schools." A University Communications news release, which included the law school's No. 1 ranking in Florida, generated coverage in several media outlets including the [Philadelphia Inquirer](#), [Sun Sentinel](#), [Gainesville Sun](#) and [The Business Journals](#).

Student Veterans — Doctoral student **Abby Kinch**, president of the Collegiate Veterans Association, was quoted in a [U.S. News & World Report](#) article that reported that veterans earn college degrees at similar rates as traditional students who attend college full time without any interruptions.

Student Body President — **Stefano Cavallaro**, the newly elected president of the FSU student body, was profiled in a [FSView & Florida Flambeau](#) feature story.

ISSUES MANAGEMENT

Leadership Transition — Several media outlets covered the transition of **Garnett S. Stokes** to interim president and her subsequent appointment of **Sally McRorie** to interim provost following the resignation of **Eric J. Barron**, who will become Penn State University's next president. Among them: [The \(Lakeland\) Ledger](#), [News Herald](#), [FSView & Florida Flambeau](#) and [WTVX ABC 27](#).