



MEDIA HIGHLIGHTS

MAY 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 **Jay Baker, Roy Baumeister, Dan Markel, Michael Ormsbee, Angelina Sutin, Hannah Wiseman** and **Zhaohua Wu** were among those featured by some of the top media outlets in the United States and abroad in May. Stories that featured them, as well as other stories highlighting university initiatives and student success, were published or broadcast by numerous media outlets, including **Florida Trend, Huffington Post, Los Angeles Times, Newsweek, NPR** and NBC's **Today** show.

There were about **3,050** media placements in May, and about **20 percent** of those were directly generated by media relations strategies. An analysis of the media coverage is as follows:

Focus Summary

- **38%** research/faculty
- **32%** college, unit or student focus
- **30%** other features, issues management and/or editorials

Geographic Summary

- **20%** regional
- **65%** national
- **15%** international

Social Media

- FSU gained **5,014** new Facebook fans in May; there was an average engagement rate of **9.9%** (compared to a **1%** industry average) while the high quality engagement rate was **1.5%**. The total reach for the month was **2 million** users.
- Twitter (@floridastate) increased by **362** followers.
- There were more than **43 million** total impressions across Facebook and Twitter; and **37,598** views via YouTube.

Broadcast Media

- There were **1,081** mentions of Florida State University in national media outlets and major television and radio markets across the country including Denver, Los Angeles and New York.

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

NATIONAL/INTERNATIONAL (RESEARCH)

Global Warming Trends — New research led by **Zhaohua Wu**, an assistant professor of meteorology in the **College of Arts and Sciences'** Department of Earth, Ocean and Atmospheric Science, showed the first detailed look at global land surface warming trends over the past 100 years. A University Communications news release generated news in dozens of international media outlets and science websites and blogs, including the [Daily \(U.K.\) Mail](#), [Delhi Daily News](#), [International Business Times](#), [Voice of America](#), [Yahoo!News Canada](#), [AccuWeather.com](#), [Nature World News](#), [Scientific American](#), [Science Daily](#) and [Phys.Org](#).

Weight Discrimination — **Angelina Sutin**, assistant professor of medical humanities and social sciences in the **College of Medicine**, conducted a study that found that perceived age and weight discrimination, more than perceived race and sex discrimination, are linked to worse health in older adults. A news release issued by University Communications in collaboration with the College of Medicine generated news coverage in several top media outlets, including [Huffington Post](#), [Pakistan Today](#), [ABC News Radio](#), [AARP Blog](#) and [University Herald](#). CBS affiliate [KCTV](#) in Kansas City, Mo., aired a story that had a total publicity value of \$1,142, and Fox affiliate [KDVR](#), aired a story that had a total publicity value of \$226.

Carb Loading — **Michael Ormsbee**, assistant professor in the **College of Human Sciences'** Department of Nutrition, Food and Exercise Sciences, reviewed current research and found that there has been no significant research done on whether protein or fats may be as effective as eating carbohydrates before a big race or game. A news release issued by University Communications generated coverage in [Men's Health](#), [Medical Xpress](#) and [WTVR](#).

Florida Trend — [Florida Trend](#) magazine featured several stories about Florida State research in its annual higher education edition. Among the articles: [Funding Bing Energy](#), [Hydrogen Hopes](#), [Fuel Cell Science](#), [A New Kind of Hybrid](#), [Bucky Paper](#) and [Suicide Prevention](#).

FACULTY EXPERTISE

Fracking — **College of Law** Professor **Hannah Wiseman**, who studies fracking regulations, was quoted in an [NPR](#) story about a Texas family's nuisance complaint, which was seen as win against hydraulic fracturing, or fracking. Several stations, including [WNYC-FM](#), aired the story. In addition, media outlets including [Reuters](#), [Mother Jones](#), [Newsweek](#) and [CNBC](#) quoted Wiseman in articles about proposed North Carolina legislation that would make it a crime to disclose the chemicals used in fracking.

Public Shaming — **Dan Markel**, the D'Alemberte Professor in the **College of Law**, was quoted in a column published in the [Los Angeles Times](#) about LA Clippers owner Donald Sterling as well as another [Los Angeles Times](#) column about the role of public humiliation and creative sentencing for criminals.

Willpower — **Roy Baumeister**, the Francis Eppes Eminent Scholar in the **College of Arts and Sciences'** Department of Psychology, was quoted in a [Huffington Post](#) article about willpower as a key to saving time. Baumeister also was the subject of an in-depth profile piece in [Medium](#).

Hurricane Response — **Jay Baker**, associate professor of geography in the **College of Social Sciences and Public Policy**, was quoted in the [Sun Sentinel](#) about the need to improve the public's perception of vulnerability when it comes to evacuations in the face of a hurricane.

STUDENT-CENTERED UNIVERSITY

Homeless Valedictorian — **Griffin Furlong** graduated as valedictorian of his high school class despite having spent much of his childhood homeless after his mother died of cancer. Griffin, who will be attending Florida State in the fall, was the subject of dozens of state and national news stories about his achievements. Among them: [People](#), [USA Today](#), [Huffington Post](#), [First Coast News](#), NBC's [Today](#) show and [KABC-LA](#), the ABC affiliate in Los Angeles, which aired a story that had a total publicity value of \$13,383.

ISSUES MANAGEMENT

Presidential Search — The search for Florida State's next president has drawn statewide and national media attention. Coverage included news stories by [The Chronicle of Higher Education](#), [Inside Higher Ed](#), [Miami Herald](#), [Tampa Bay Times](#), [Florida Times Union](#) and [WFSU-FM](#).

Title IX and Sexual Assault — After the Department of Education released a list of 55 colleges and universities it is investigating for possible violations of Title IX, including Florida State University, several national media outlets reported the news, including [USA Today](#), [Inside Higher Ed](#) and the [Tampa Tribune](#). Also, an op-ed written by **Mary Coburn**, vice president for **Student Affairs**, about Florida State's victim-centered approach to sexual assault cases, was published in the [Miami Herald](#) and the [Tampa Bay Times](#).

Shoplifting Citation — Dozens of national media outlets, including [The New York Times](#), [USA Today](#), [ESPN](#) and [Fox Sports](#), reported the news when student-athlete **Jameis Winston** was issued a civil citation, suspended from the baseball team and subsequently reinstated after completing community service.

Koch Gift — A gift from the Charles G. Koch Foundation continues to generate media attention, including stories by [NPR](#) and [Sunshine State News](#).