

Ohio University in the Media

A Midyear Overview January to June, 2009

Report Date: July 7, 2009

Summary

During the first half of calendar year 2009, the University earned 4,012 media placements. The majority of the coverage, or 63 percent, was balanced (2,527 hits), 20 percent (792 hits) was positive and 17 percent (693 hits) was negative.

In a comparison with similar institutions in the state, Ohio University garnered the second greatest amount of media coverage for the first half of 2009. Ohio University's share of voice among other institutions tracked was 18 percent, behind Ohio State University (38 percent) and in front of the University of Cincinnati (16 percent).

Third-Party Analysis

This report was created with the assistance of third-party analysis performed by Vocus, a web-based application, designed to manage media and public relations. With a database of more than 800,000 worldwide media contacts and the ability to identify pertinent information about message content, Vocus is an essential tool in the collection and cataloguing of Ohio University in the news. Daily, Vocus identifies 30 to 50 articles (depending on current events) that relate to the University in some way. Filters and restraints applied to the tool weed out routine mentions such as wedding announcements and obituaries. Thus, the data presented in the final report include those earned media placements that are directly related to Ohio University, including those of the University's experts.

First Quarter

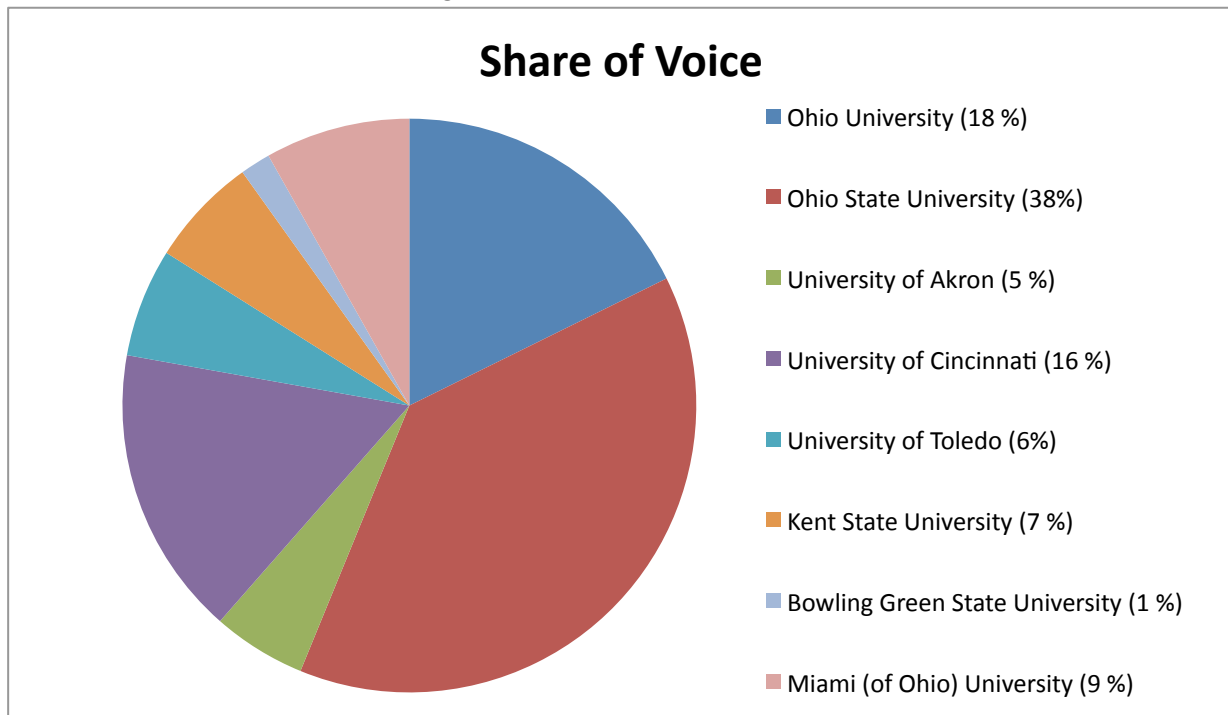
The months of January through March were characterized by a broad spectrum of news items, ranging from the state budget and its effect to student initiatives that saw the University community banding together and registering more than 2,000 volunteers for the National Bone Marrow Donor list. Ohio University's scientific research took center stage as well, with new developments in dinosaur theory, expanding on the believed evolution of flight and feathers. The press also covered two confirmed cases of bacterial meningitis on campus.

Second Quarter

Ohio University's media coverage from April through June saw some carry-over from the previous months. New meningitis cases attracted attention and state budget woes took center stage for much of the time period. Springing from the budget issues, layoffs at the University were also covered quite extensively. Other coverage in the period ranged from articles on several state universities' decisions to switch from quarters to semesters, the announcement of Dr. Pamela Benoit's appointment as the new executive vice president and provost and this year's commencement speaker Herman Leonard.

Share of Voice

In a comparison to similar institutions in the state, Ohio University garnered the second greatest "share of voice" or amount of media coverage for the first half of 2009.



Top Ten Outlets

By Article

The top three media outlets covering the University represented approximately 30 percent of total media coverage garnered during the period. The University received the most coverage with the Post with 12.3 percent of total coverage (498 stories), followed by Google News with 11.6 percent (469 stories) and Federal News Service, a national wire service, with 6.8 percent (275 stories).

Post.....498 hits (12.4 %)	Google News.....469 hits (11.7 %)
Federal News Service.....275 hits (6.9%)	The Athens News.....260 hits (6.5 %)
Columbus Dispatch.....215 hits (5.4 %)	U-WIRE.....135 hits (3.3 %)
WOUB-TV.....132 hits (3.2 %)	Ironton Tribune.....85 hits (2.1%)
Brown University News Service.....68 hits (1.7%)	WCMH-TV.....65 hits (1.6%)

Numbers appearing in parenthesis indicate the outlets' percentage of OHIO's total media coverage.

By Positive and Balanced Articles

The total number of positive and balanced articles was 3,335, representing 83 percent of total coverage for the period.

The top positive and balanced article rankings somewhat paralleled the top news outlets by article list, with the Post leading the way with 393 positive or balanced stories, representing approximately 10 percent of total coverage. Google News was slightly below, posting 381 stories (9 percent) and Federal News Service posted 267 stories (approx. 7 percent).

Post.....393 hits (9.8 %)	Google News.....381 hits (9.5 %)
Federal News Service.....267 hits (6.7 %)	The Athens News.....214 hits (5.3 %)
Columbus Dispatch.....187 hits (4.7 %)	WOUB-TV.....120 hits (3 %)
U-WIRE.....118 hits (2.9 %)	Ironton Tribune.....80 hits (2 %)
Chillicothe Gazette.....63 hits (1.6 %)	Brown University News Service.....57 hits (1.4 %)

Numbers appearing in parenthesis indicate the outlets' percentage of OHIO's total media coverage.

Top Ten University Spokespersons

Placement in the local, state, national and international media is often opportunistic. But, for Ohio University, many significant placements are the result of pitching the university's breadth of knowledge made available through its faculty and staff. Whether by speaking on behalf of the University in an official capacity, offering advice and quotations to the media or authoring columns, Ohio University spokespersons make a positive impact. The top 10 faculty spokespersons for the period include:

- **Cindy Anderson:** A sociology professor, Anderson saw coverage in broadcast and print interviews concerning rising unemployment rates.
- **Sonia Marcus:** The media frequently request interviews with Marcus for her views and work on sustainability and conservation issues.
- **Kevin Mattson:** History professor Kevin Mattson, who has published two books in the last two years, is often quoted in the media for his political views and opinions and discussions of his latest publication.
- **Paul Milazzo:** Milazzo was a live guest on radio talk shows for his expertise on the 1929 stock market crash. Milazzo provided insight on a potential crash during the current economic recession.
- **Michele Morrone:** Morrone was featured in a variety of print outlets and a guest on talk radio programs during the salmonella outbreak in peanut butter for her expertise on food contamination and her recent book "Poisons On Our Plates: The Real Food Safety Problem in the United States."
- **Jay Shubrook:** Shubrook, Director of the Diabetes Fellowship at OU-COM and Associate Director of Family Practice Residency, O'Bleness Memorial Hospital, will serve on the editorial board of a new peer-reviewed medical journal in partnership with the American College of Osteopathic Family Physicians (ACOFPP), Osteopathic Family Physician. His appointment garnered much attention.
- **Pete Souza:** Souza, an award-winning photographer whose book, "The Rise of Barack Obama," made the New York Times Best Sellers List in December, was appointed Chief White House Photographer in January of 2009, receiving extensive prominent national and international media attention.
- **Deborah Thorne:** Thorne was featured in print and radio media for her prominent research on bankruptcy and to comment on the economic recession.
- **Richard Vedder:** Vedder is nationally and internationally known for his economics expertise and is frequently sought after by media from around the globe.
- **Lawrence Witmer:** Witmer was quoted in many stories relating to a dinosaur find concerning the believed evolution of feathers.