

Ohio University in the Media

A Quarterly Overview - July to September, 2009

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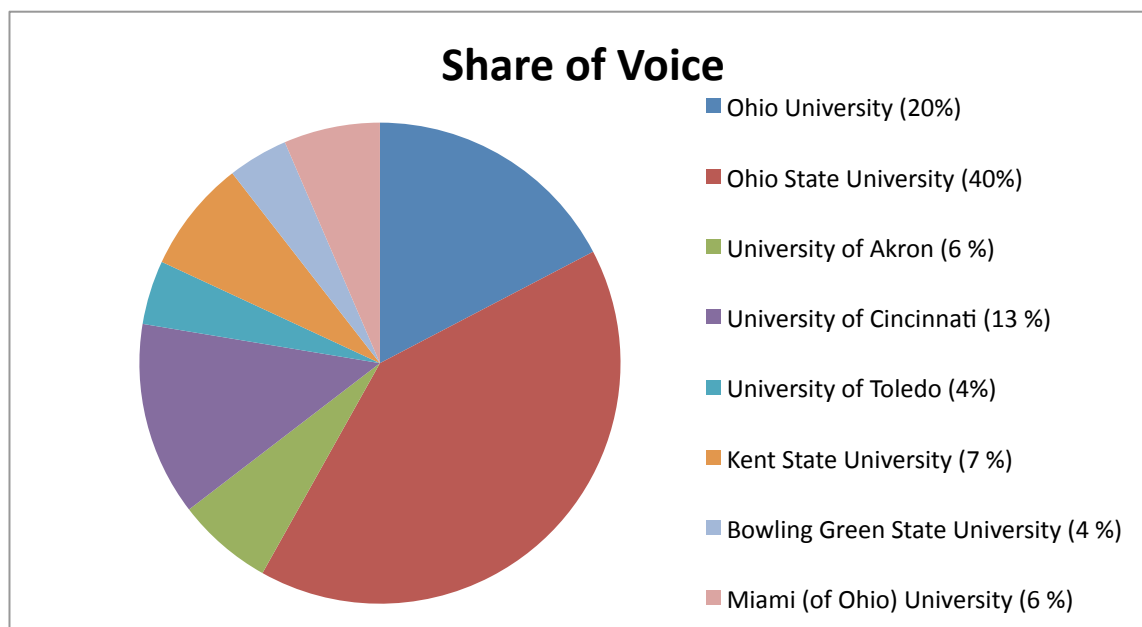
Summary

The overwhelming majority of coverage July through September was balanced in tone when taken as a whole. Negative topics such as additional state budget cuts, student fatalities, a bump in tuition and party school rankings were, for the most part, handled fairly, giving OHIO's side of the story and a positive voice for the institution. Ohio University's pride points were also put on prominent display with numerous mentions of Professor Gerardine Botte's research into the potential of "Pee Power," as well as a notable boost in enrollment, OHIO's upward movement in the *US News & World Report* and *Washington Monthly* college rankings.

During the third quarter of 2009, there were 1,937 media placements. Of that number, 58 percent (1,121 stories) were balanced, 27 percent (526 stories) were positive, and only 15 percent (290 stories) were negative.

Share of Voice

In a comparison with similar institutions in the state, Ohio University garnered the second greatest "share of voice," or amount of media coverage during the reporting period.



Top Outlets

By Article

The top three media outlets covering the University represented approximately 19 percent of total media coverage garnered during the period. The University received the most coverage with Google News with 9 percent of total coverage (175 stories), followed by national wire Federal News Service with 5 percent (102 stories) and the Columbus Dispatch with 5 percent (92 stories). Percentages were rounded.

Google News.....175 hits (9%)	Federal News Service.....102 hits (5%)
Columbus Dispatch.....97 hits (5%)	Post.....92 hits (5%)
The Athens News.....72 hits (4%)	Athens Messenger.....61 hits (3%)
Community Newspaper Company.....60 hits (3%)	WOUB-TV.....59 hits (3%)
Ironton Tribune.....37 hits (2%)	The Herald-Dispatch.....35 hits (2%)

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 1,647, representing about 85 percent of entire coverage for the period.

The top positive and balanced article rankings paralleled the top news outlets by article list, with Google News again leading the way with 148 positive or balanced stories, which represents approximately 8 percent of total coverage. Federal News Service posted 102 stories (5 percent) and the Columbus Dispatch posted 83 stories (4 percent). Percentages were rounded.

Google News.....148 hits (8%)	Federal News Service.....102 stories (5%)
Columbus Dispatch.....83 hits (4%)	Post.....78 hits (4%)
The Athens News.....58 hits (3%)	WOUB-TV.....51 hits (3%)
Community Newspaper Company.....49 hits (3%)	Ironton Tribune.....33 hits (2%)
The Herald-Dispatch.....32 hits (2%)	Athens Messenger.....31 hits (2%)

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

Top University Spokespersons

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 continue to have an impact in the media. Top faculty spokespersons for the period include:

Gerardine Botte –professor researching ammonia electrolysis

Hogan Sherrow –professor, chimp expert featured on History Channel’s “MonsterQuest: Killer Chimps in America”

Kevin Mattson –professor, author quoted for his political views

Sonia Marcus –OHIO’s sustainability coordinator, quoted on conservation issues

Thomas Suddes –columnist

Richard Vedder –economics expert

Lawrence Witmer –dinosaur expert featured on Discovery Channel and National Geographic Channel

John C. Wolf –OU-COM professor quoted about possible dangers of sassafras

Kevin Uhalde –historian, expert on ancient oaths, quoted on the practice of corporate oaths

Duncan Brown –professor of electronic media policy quoted on the topic of NPR