

Bucknell
UNIVERSITY



BREAKING NEW MEDIA GROUND

BUCKNELL MENTIONED IN STORIES IN

ALL **50** STATES  **31** COUNTRIES

MORE THAN **31,000**



NEWS MEDIA REFERENCES

(INCLUDING SPORTS AND ALUMNI REFERENCES)

compared to 23,000 in 2021-22

+ + PLACEMENT BREAKDOWN + +

\$ **216 MILLION**

IN AD VALUE EQUIVALENCY
ACCORDING TO THE CISION
MEDIA TRACKING PLATFORM



COLLEGIATE ACTIVITY AND
ACADEMIC SUCCESS

5,816 STUDENT
STORIES

DISTRIBUTED TO MORE THAN

2,311 MEDIA OUTLETS

FACULTY AND STAFF
APPEARED IN MORE THAN



2,000
MEDIA STORIES



THE PRESIDENTS DINNER

HOSTED FOR THE SIXTH STRAIGHT YEAR

BREAKING NEW MEDIA GROUND

The numbers tell the story that Bucknell has increased its national media reach over the past five years, when the University began sharing media mentions through this publication. During the 2022-23 fiscal year, Bucknell faculty and staff were featured in 50% more national and leading international news outlets than five years ago. Alongside that growth, Bucknell has also broken ground in new mediums, including podcasts.

Podcasts



Podcasts have become a preferred medium, with approximately one-quarter of Americans tuning in to at least one podcast per week. Podcasts also offer an opportunity to explore topics more deeply than in many traditional media, making them well-suited venues for faculty to share their expertise. Bucknell has pursued placements for faculty and staff in the last year, with media placements included in this publication numbering more than a dozen.

Traditional News Media

Bucknell also continued to excel in national earned media coverage in 2022-23.

In total, Bucknell was mentioned by the media more than 31,000 times, and faculty and staff appeared in more than 2,000 media stories, both records in the past five years. Combined with student hometown news placements, it adds up to \$216 million in ad value equivalency, according to the Cision media tracking platform.

The Presidents Dinner

Bucknell and President John Bravman also continue to lead the national discussion on higher education as the hosts of The Presidents Dinner. This annual event brings together members of the national news media who cover higher education and leaders of prestigious colleges and universities at the National Press Club in Washington, D.C., for an on-the-record conversation.

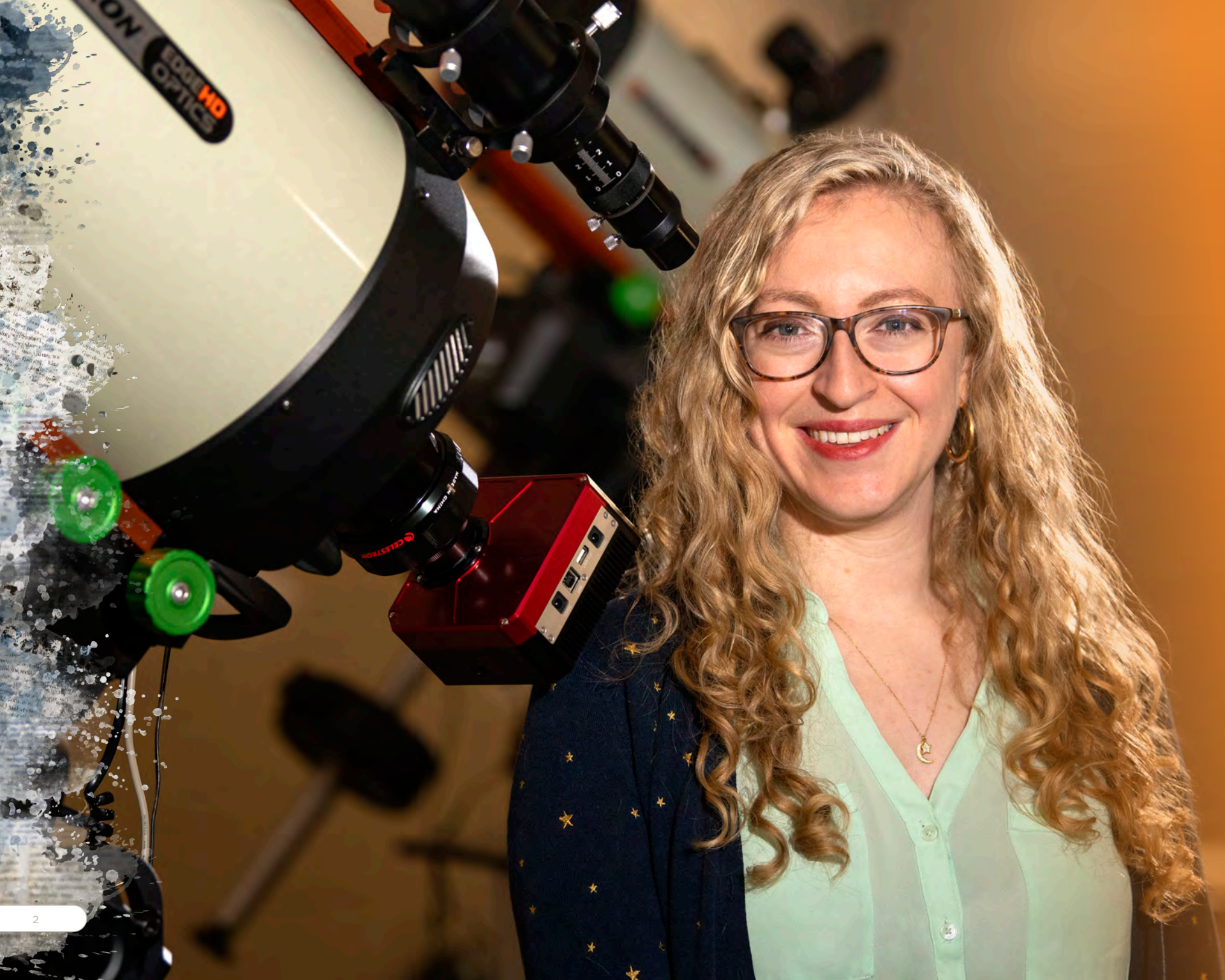
Behind the Numbers

What the numbers don't reveal as clearly is the vast range of critical topics about which the media have turned to our faculty experts for insights. We hope this publication provides an introduction to how Bucknell is moving important conversations forward.

National and global outlets:

ABC News	NewsNation
The Associated Press	Newsweek
The Atlantic	The 19th
The Boston Globe	Quanta Magazine
CBC	Parents
CFO Dive	The Philadelphia Inquirer
China Global Television Network	Salon
The Chronicle of Higher Education	Sky News
CNN	TIME
Forbes	Times Higher Education
The Hill	The Times-Picayune/The Advocate
HuffPost	Trusteeship
Inc.	USA Today
Insider	U.S. News & World Report
INSIGHT Into Diversity	The Wall Street Journal
Investor's Business Daily	The Washington Post
The Japan Times	The Washington Times
The Kansas City Star	The Weather Channel
Marketplace	Voice of America
NPR	
The New York Times	

Stories represent placements from July 1, 2022–June 30, 2023



CELESTIAL DISCOVERIES

Professor **Jackie Villadsen**, physics & astronomy, is helping to answer one of science's burning questions: Are there Earth-like planets in far-off solar systems? To find out, she and her research team are studying bursts of radio waves from stars like the red dwarf YZ Ceti, which lies 12 light-years away from our solar system. She documented findings in the journal *Nature Astronomy* that those bursts could indicate that a nearby planet, YZ Ceti b, has a magnetic field similar to Earth's.

She was also an author on another study published in *Nature* documenting the first radiation belt observed outside our solar system.

Her discoveries generated news media coverage in the likes of CNN, *The Atlantic* and The Weather Channel, and made waves around the world.



**Repeating Radio Signal
Leads Astronomers to an
Earth-size Exoplanet**
CNN



**Astronomers Make Leap
in Search for Earth-like
Planets – But What They're
Looking for Is Invisible**
Sky News/Yahoo Finance



**Fact Check — Sun Is 93
Million Miles from Earth
Measured by Parallax,
Not 3,000 Miles**
Reuters



**Forschungsduo Findet
Hinweise Auf Magnetfeld
Um YZ Ceti b**
Der Spiegel (Germany)



**A Flash of Recognition
in a Lonely Universe**
The Atlantic



**This Rocky, Earth-sized
Exoplanet Is Wrapped in a
Life-sustaining Magnetic
Field, Just like Our World!**
TWC India/The Weather Channel



**Astronomers Detect
'Coherent' Radio Signal
from Alien Planet Sparking
New Life Hopes**
The Mirror (U.K.)



**Exoplanets Could Help Us Learn
How Planets Make Magnetism**
Quanta Magazine

ADDICTION

Professor **Judy Grisel**, psychology, is a behavioral neuroscientist with a particular interest in addiction. Through her research, she's trying to determine what is different about people who develop drug addictions.

Grisel's work at Bucknell is inspired by her own personal experience with addiction, a struggle she chronicled in her 2019 book *Never Enough: The Neuroscience and Experience of Addiction*. The book established Grisel as a leading expert on the science of substance abuse.

Her expertise contributed this year to a story on marijuana in *The Washington Post*, and she was the subject of a number of podcast interviews. She was also an invited panelist to the World Police Summit in Dubai, United Arab Emirates, and co-author of an op-ed related to addiction in *USA Today*.



Does Weed Help with Anxiety or Cause It? Here's What Experts Say.
The Washington Post



Oregon Voters Chose A Different Approach Toward Drug Use. It Was Never Going To Work.
USA TODAY



Here's the Scientific Reason Why Hangovers Suck
Boing Boing



Addiction (with Judy Grisel, Ph.D.)
Taboo Science



What Are the Root Causes of Drug Addiction? A Renowned Neuroscientist Explains
Finding Genius Podcast



The Neuroscience of Addiction with Dr. Judy Grisel
Psychology in Seattle



A 'Wolf Warrior' Is Sidelined, as China Softens Its Approach on the World Stage
NPR



Xi Jinping's Choice of Kazakhstan for His First Overseas Trip Since the Pandemic Is Highly Significant
TIME



China Ramps Up Diplomatic Offensive Amid Growing U.S. Tensions
Deutsche Welle
(Germany)



China's Longest U.S. Ambassador Vacancy Provides Latest Sign of Bleak Relations
South China
Morning Post



Can China and U.S. Move Past the 'Ballooning' Tensions?
China Global Television
Network



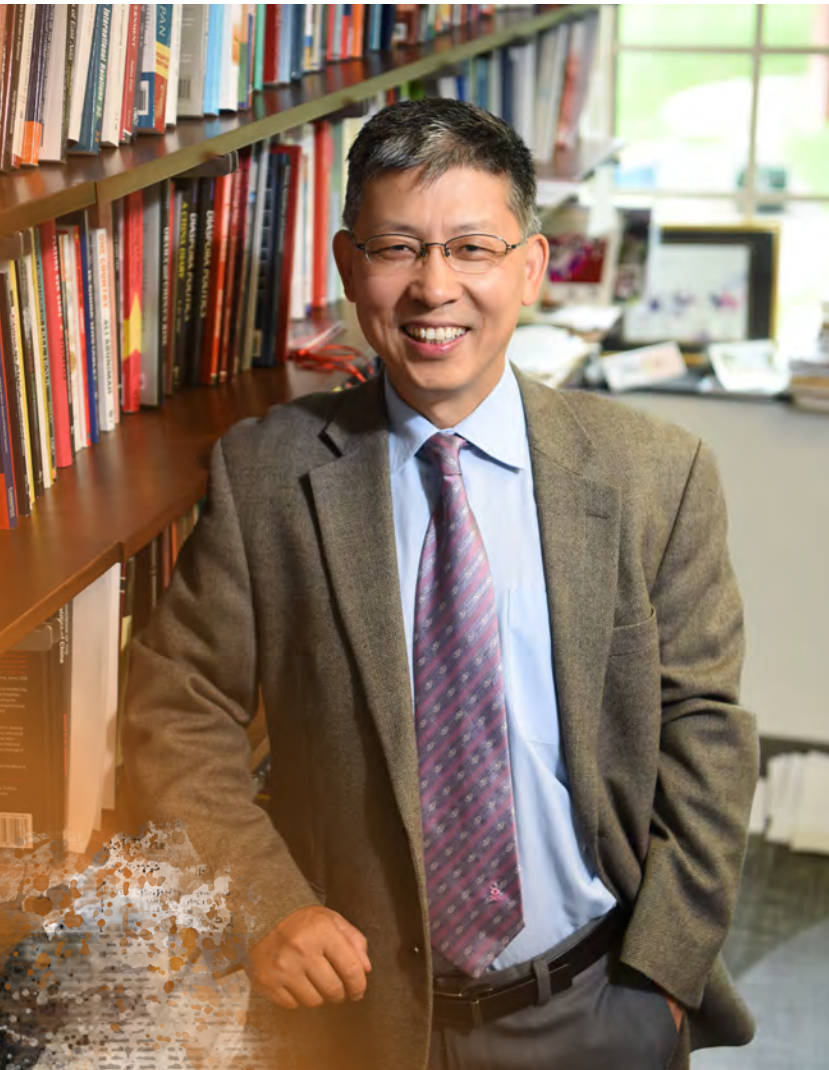
Questioning the Hawkish China Policy
The Hill



China Blames Foreigners for Inciting Protests
Voice of America



Time to Deescalate Taiwan Strait Tensions
The Hill



CHINESE FOREIGN POLICY

Professor **Zhiquan Zhu**, political science and international relations, is a noted scholar on Chinese foreign policy. As a member of the National Committee on United States–China Relations, he is frequently quoted by international media on Chinese and Asian affairs.

Zhu provided analysis on China policy for stories on NPR and in *TIME*, and internationally for Deutsche Welle (Germany), *South China Morning Post* and the China Global Television Network, among others. He is also a prolific opinion author who had several op-ed pieces published in top news outlets during the year.

HOME IMPROVEMENT

Home may be where the heart is, but a study co-authored by Freeman College of Management Professor **Annetta Grant**, markets, innovation & design, found that homeowners are increasingly more influenced by home improvement media than their own hearts when it comes to making home renovations — and that makes homeowners uneasy. The study tracked the ways in which consumers experience tension between representing their unique identity and adhering to marketplace standards during home renovation.

Grant and her research were featured in *The Washington Post* and *The Atlantic*, on ABC News and on NPR's *All Things Considered*, among others.



***HGTV Is Making Our
Homes Boring and Us Sad,
One Study Says***
[The Washington Post](#)



07.11.23
[ABC News Start Here](#)



***Want to Make Your
House a Home? Keep
Away from Trends***
[NPR](#)



***Do You Really
Want a New
Kitchen Counter?***
[The Atlantic](#)



***Are Home Improvement
Shows Changing the
Purchasing Path to
Reno Projects?***
[RetailWire](#)



***Like That Floral Wallpaper?
Then Keep It: Home
Should Be What You Want,
Not What Marketers
Tell You***
[The Times-Picayune/
The Advocate](#)





12 Financial New Year's Resolutions for 2023
U.S. News & World Report



New Year Makes for a Financial Reset
FOX56



What's Your Spending Profile? Find Out and Grow Your Savings.
Life and Money by Citi



Health in Retirement: 3 Ways To Prepare for a Major Expense
GOBankingRates



What Is the Cost of the American Dream In Different Parts of the U.S.?
Marketplace



Save or Invest? To Build Wealth, Try a Balance — Here's How.
Life and Money by Citi

PERSONAL FINANCE

Freeman College of Management Professor **Stacy Mastrolia**, accounting, teaches a personal finance class on campus and regularly shares her expertise in media stories on related topics. She also conducts research on auditing, corporate governance, forensic accounting, legislation, international accounting and financial accounting, and responds to media inquiries on related topics.

Her financial New Year's resolution advice was featured in *U.S. News & World Report* and on local TV network affiliate FOX56. She additionally joined a discussion on the nationally syndicated show *Marketplace* about the cost of living in the U.S.





NEW PLANT SPECIES

Professor **Chris Martine**, the David Burpee Professor in Plant Genetics & Research and biology department chair, led a collaborative team of botany scientists from the U.S. and Australia who found and named an undocumented Australian bush tomato species from the remote Outback. They published the new species description, choosing the name *Solanum scalarium* as a nod to a staircase in the area where scientists first noticed the plant and the unusual ladder-like prickles that adorn its flowering stems. The new species is a close relative to a number of other Australian species recently documented by Martine and colleagues.

The discovery earned the team coverage on NPR's *Short Wave* podcast, the *Foodie Pharmacology* podcast and WNEP-TV, the leading local network news station in northeastern and central Pennsylvania. Martine received additional unrelated exposure on WNEP-TV and WVIA-FM's *Keystone Edition*.



A Newly Identified Type of Tomato Has Been Hiding in Plain Sight
NPR Short Wave



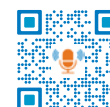
Wild Tomatoes with Dr. Chris Martine, Dr. Tanisha Williams, Amy Wroblewski & Dr. Rebecca Bird
Foodie Pharmacology



New Tomato Species Discovered by Bucknell University Professors
WNEP-TV



Century Plant Brings Excitement to Bucknell's Greenhouse
WNEP-TV



January 8th, 2023
WVIA-FM: Keystone Edition



FIREFLIES

Few experiences can rekindle our childlike sense of wonder more than seeing fireflies illuminate the air on a hot summer night. Professor **Sarah Lower**, biology, and her research team study why some firefly species in North America may be at risk of extinction.

Along with professors **Moria Chambers**, biology, and **Owais Gilani**, mathematics, Lower teamed up with biology students to assess how pathogens and environmental characteristics affected survival after infection among fireflies they had collected locally.

She also partnered with Professor **Doug Collins**, chemistry, and biology students to successfully discover that so-called dark fireflies, which do not illuminate, mate using a pheromone — the first pheromone ever identified for fireflies.

Her expertise on fireflies was highlighted in *The Atlantic* and *The Philadelphia Inquirer*, on the *Insects for Fun!* podcast, and elsewhere.



*Humans Love Fireflies.
Maybe Too Much.*
The Atlantic



*On the Hunt for Pa.'s
Elusive Fireflies*
The Philadelphia Inquirer



The Galaxy in the Woods
bioGraphic



*The Stars that Fly Among Us!
(Fireflies with Guest Speaker
Sarah Lower)*
Insects for Fun!



*Have You Ever Wondered
Why You Haven't Seen
Many Fireflies?*
FOX56



*What Can Research into
Fireflies Tell Us About
the Environment?*
WITF-FM The Spark

WOMEN'S ECONOMIC HISTORY

Professor **Nina Banks**, economics, has published scholarship that focuses on social reproduction and migrant households, Black women and work, and the economics of the first Black economist in the U.S. — Sadie Tanner Mossell Alexander.

Her expertise on women in the workplace was cited in a story in *Parents*. Her 2021 book, *Democracy, Race, and Justice: The Speeches and Writings of Sadie T.M. Alexander* (Yale University Press), was recognized by *Bloomberg Businessweek* as one of the top books recommended by business leaders during the year and was cited by *Investor's Business Daily*. Her knowledge of Alexander was also mentioned in an op-ed published in *The Philadelphia Inquirer* during Black History Month.



How Paying for Daycare Helps You, Your Kids, and the Economy
Parents



The First Female Black Ph.D. in Economics Overcame Impossible Odds
Investor's Business Daily



How a Social Media Mistake Can Remind Us All of the Importance of Teaching Black History
The Philadelphia Inquirer



The 52 New Books That Top Business Leaders Are Recommending — and Why
Bloomberg Businessweek



BEE BRAINS

Professors **David Rovnyak**, chemistry; **Beth Capaldi**, biology and animal behavior; **Marie Pizzorno**, biology; and cell biology/biochemistry graduate **Jayne McDevitt '22** collaborated on research attempting to unravel the complex factors affecting the health and behavior of honeybees and native pollinators. The project adopted a novel approach: using nuclear magnetic resonance spectroscopy to measure metabolic markers of changes in the bee brain caused by stress, which has been implicated in colony collapse disorder.

The team's research was featured by *The Philadelphia Inquirer* and distributed on the outlet's wire service, helping it gain additional visibility in the *Chicago Tribune* and in U.K. newspaper *The Star*.

Rovnyak also received considerable coverage on WNEP-TV, the region's ABC affiliate, for helping to lead the Chemistry Club's annual Halloween Show.



Honeybees Are at Risk, Along With the Crops They Pollinate. These Pennsylvania Scientists Think the Solution Lies in the Insects' Brains
The Philadelphia Inquirer



Honeybees Are At Risk, Along With The Crops They Pollinate
Chicago Tribune



Honeybees Are at Risk, Along with the Crops They Pollinate
The Star (U.K.)



Bucknell Chemistry Club Hosting Halloween Show
WNEP-TV



ROMANTIC RELATIONSHIPS

Professor **T. Joel Wade**, psychology, investigates mate selection criteria, mate attraction methods, mate expulsion, reactions to infidelity, relationship initiation and love acts from an evolutionary theory perspective.

Last year, one of his studies examined which first-date behaviors lead to second dates. His research team found that men and women have differences when it comes to what tactics are most effective in a second date. The study was highlighted in a story in *PsyPost*.

Wade also appeared in stories in *USA Today*, *The Atlanta Journal-Constitution* and *Glam* on delusionalism, a term coined on social media to describe when someone fantasizes about a romantic interest before a relationship has developed.



What Is a 'Delusionalism'? That Made-up Relationship in Your Head, Explained.

[USA Today](#)



TikTok's Latest Trend: Are You in a 'Delusionalism'?

[The Atlanta Journal-Constitution](#)



*Businesses Aim to Harness
Generative AI to Shake Up
Accounting, Finance*
The Wall Street Journal



*We had ChatGPT Take the
CPA Exam — and It Failed*
Accounting Today



*Excitement, Questions Grow
Alongside AI Advancements*
The Daily Item



AI IN ACCOUNTING

Freeman College of Management Professor **Daniel Street**, accounting & financial management, studies elements of effective accounting practices. When the artificial intelligence language-learning model chatbot ChatGPT burst onto the scene earlier this year, Street and some of his accounting colleagues analyzed how the tool could be deployed most effectively in accounting practices.

His research-based expertise was cited in stories in *The Wall Street Journal* and *Accounting Today*.

GREEN PRACTICES

Professor Andrew Stuhl, environmental studies & sciences



Your Hotel Stay May Be Bad for the Environment. Here Are 8 Ways To Fix That.

[HuffPost](#)

STUDENT ADVICE

Former Fritz Family Dean of Students Amy Badal



19 Essentials for Your College Dorm Room

[U.S. News & World Report](#)

SUPPLY CHAIN

Freeman College of Management Professor Jimmy Chen, analytics & operations management



Why Baby Formula Is Still Hard to Find Months After the Shortage

[The Philadelphia Inquirer](#)



PRESIDENTIAL LEADERSHIP

President John Bravman



Trouble at the Top: Meeting the Daunting Challenges of Today's College Presidency

[The Chronicle of Higher Education](#)



The Power of Vulnerability: A Conversation with President John Bravman

[What's Your Why: Advice from Higher Ed Leadership](#)



Solar Farm Unveiled at Bucknell University

[WNEP-TV](#)

RISING INFLATION

Professor Matías Vernengo, economics



What to Do (and Not Do) With Your Money Amid The Debt Ceiling Crisis

[HuffPost](#)



What's Driving Inflation? Bucknell Prof Says Maybe Not What You Think

[WITF-FM The Spark](#)



Unmasking Inflation: Why the Conventional Wisdom is Failing Us

[New Economic Thinking](#)

UKRAINE

Freeman College of Management

Professor Eric Martin, management & organizations



Why Zelensky Is Right to Be Nervous About a Trump Return

[Newsweek](#)



ACCOUNTING AUDITING AND WOMEN CFOS

Freeman College of Management Professor Kate Suslava, accounting



Doth Buffett Protest GAAP Too Much?

[CFO Dive](#)



Auditors Dialed Back Mandated Disclosures: Study

[CFO Dive](#)



Women CFOS Are Outperforming Men — And the Specifics May Surprise You

[GlobeSt.com](#)



Disappearing Audit Disclosure: Changes in the Reporting of Critical Audit Matters with Kate Suslava

[The Voice of Corporate Governance](#)



2022 Best Undergraduate Professors: Kate Suslava, Bucknell University

[Freeman College of Management](#)

[Poets&Quants for Undergrads](#)

CRYPTOCURRENCY

**Freeman College of Management Professor
Karen McGrath, finance**



*In Crypto's Crosshairs, Superstar BlockFi
Makes a Great Escape — For Now*
Inc.

SMALL BUSINESSES AND STARTUPS

**Director Steve Stumbris, Bucknell Small
Business Development Center**



*Bucknell University Students Go Head-to-head
for 'BizPitch'*
WNEP-TV



Making the Pitch
WVIA-TV: Keystone Edition Business



The State of Business
WVIA-TV: Keystone Edition Business



INFORMATION PRIVACY

Freeman College of Management Professor Eric Santanen, information systems



Can You Ever Really, Truly Delete Your Browser Search History?
[HuffPost](#)

HIGHER EDUCATION ADMISSIONS

Vice President Lisa Keegan, student enrollment, engagement & success



How Four Colleges Bucked a National Trend to Increase Undergraduate Enrollment
[INSIGHT Into Diversity](#)

GLOBAL MARKETS

Professor Christopher Magee, economics



What a Strong U.S. Dollar Means for You
[U.S. News & World Report](#)

DIGITAL ART PRESERVATION

Director Rick Rinehart, Samek Art Museum



Preserving the Digital World
[Museum Confidential](#)



Art Exposing Technology in Our Lives — On the Pennsylvania Road
[WNEP-TV](#)

POLICING IN HIGHER ED

Chief Anthony Morgan, Public Safety



Can Troubled Campus Police Forces Be Fixed? One College Says Yes.
[Times Higher Education](#)

WOMEN IN ENGINEERING

Associate Dean Erin Jablonski, College of Engineering



Celebrating Women in Engineering at Bucknell University
[WNEP-TV](#)

HISTORY OF HIP-HOP

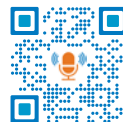
Professor P. Khalil Saucier, critical Black studies



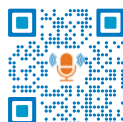
Hip-hop Turns 50, Reinventing Itself and Swaths of the World Along the Way
[The Associated Press](#)



**Freeman College of Management Professor
Annetta Grant, markets, innovation & design**



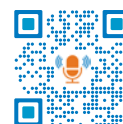
07.11.23
ABC News Start Here



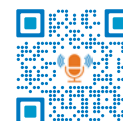
**Crowdsourcing
Up Next**

PODCASTS

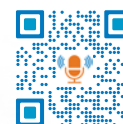
Professor Judy Grisel, psychology



Addiction (with Judy Grisel, Ph.D.)
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**What Are the Root Causes of Drug Addiction? A
Renowned Neuroscientist Explains**
Finding Genius Podcast



The Neuroscience of Addiction with Dr. Judy Grisel
Psychology in Seattle

Professor Sarah Lower, biology



The Stars that Fly Among Us! (Fireflies with Guest Speaker Sarah Lower)
Insects for Fun!

President John Bravman



The Power of Vulnerability: A Conversation with President John Bravman
What's Your Why: Advice from Higher Ed Leadership

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The Voice of Corporate Governance

Director Rick Rinehart, Samek Art Museum



Preserving the Digital World
Museum Confidential

David Burpee Professor in Plant Genetics & Research Professor Chris Martine, biology



A Newly Identified Type of Tomato Has Been Hiding in Plain Sight
NPR Short Wave

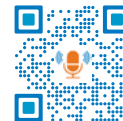


Wild Tomatoes with Dr. Chris Martine, Dr. Tanisha Williams, Amy Wroblewski & Dr. Rebecca Bird
Foodie Pharmacology



January 8th, 2023
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Add Bucknell to Your Podcast Rotation



Our Bucknell Experts Spotify playlist contains all the podcasts featured in this publication, and will be updated with future faculty and staff appearances. Add it to your library for more fascinating academic insights.





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2023

