BREAKING NEW MEDIA GROUND
**BUCKNELL MENTIONED IN STORIES IN**

<table>
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<th>All 50 States</th>
<th>31 Countries</th>
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**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
- **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
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
The Associated Press
The Atlantic
The Boston Globe
CBC
CFO Dive
China Global Television Network
The Chronicle of Higher Education
CNN
Forbes
The Hill
HuffPost
Inc.
Insider
INSIGHT Into Diversity
Investor’s Business Daily
The Japan Times
The Kansas City Star
Marketplace
NPR
The New York Times

NewsNation
Newsweek
The 19th
Quanta Magazine
Parents
The Philadelphia Inquirer
Salon
Sky News
TIME
Times Higher Education
The Times-Picayune/The Advocate
Trusteeship
USA Today
U.S. News & World Report
The Wall Street Journal
The Washington Post
The Washington Times
The Weather Channel
Voice of America

Stories represent placements from July 1, 2022–June 30, 2023
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.
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*.
A ‘Wolf Warrior’ Is Sidelined, as China Softens Its Approach on the World Stage

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

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

CHINESE FOREIGN POLICY

Professor Zhiqun 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.
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.*
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.
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.
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.
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 delusionship, a term coined on social media to describe when someone fantasizes about a romantic interest before a relationship has developed.

What Is a ‘Delusionship’? That Made-up Relationship in Your Head, Explained.
USA Today

TikTok’s Latest Trend: Are You in a ‘Delusionship’?
The Atlanta Journal-Constitution
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
PODCASTS

Professor Judy Grisel, psychology

- 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 Newly Identified Type of Tomato Has Been Hiding in Plain Sight

NPR Short Wave

Wild Tomatoes with Dr. Chris Martine, Dr. Tanisha Williams, Amy Wrobleksi & Dr. Rebecca Bird

Foodie Pharmacology

January 8th, 2023

WVIA-FM: Keystone Edition