National Broadcast Stories
July-September 2012

The University of North Carolina at Chapel Hill 129¹
University of Virginia 113
University of California-Berkeley 100
University of Michigan 83²
University of California-Los Angeles 70
Duke University 36

¹Excludes 31 stories about the academic investigations.
²Excludes 64 stories about the Reuters/University of Michigan consumer confidence survey.
Broadcast Highlights
Breakthrough research in breast cancer
Broadcast Highlights
Research on sports-related head injuries
Broadcast Highlights

Big Apple Bans Big Sodas
NBC News Channel
National Print Stories
July-September 2012

The University of North Carolina at Chapel Hill 239¹
University of California-Los Angeles 394
University of Michigan 338²
University of California-Berkeley 287
Duke University 223
University of Virginia 212³

¹Excludes 43 stories about the academic investigations.
²Excludes 110 stories about the University of Michigan/Reuters economic survey.
³Excludes 114 stories on President Teresa Sullivan's ouster and 17 stories about a murder trial in the death of student Yeardley Love.
National Print Highlights

The New York Times:

“Study Reshaping Ways of Treating Breast Cancer”
The News and Observer
October 2012

The University of North Carolina at Chapel Hill  45¹

N.C. State University  43²

¹Excludes academic investigation, NCAA, development audit, Bill Friday and general sports stories.

²Excludes UNC stories with NCSU mention and general sports stories.
Experts database helps us pitch faculty experts to reporters.
UNC co-hosted with Duke, NCSU and area scientific organizations

- 500 participants from every major media outlet
- UNC scientists were front and center
FYI Online

E-newsletter reaches more than 183,000 alumni and friends
The following is a sampling of posts with high numbers of page interactions included for the fourth quarter:

We are looking forward to a great week! (new student convocation photo by Dan Sears), August 20, 2012.
Total interactions: 2,223  Total shares: 145

Carolina rises to 9th in federal research and development expenditures, August 28, 2012.
Total interactions: 126  Total shares: 5

Here’s a look at the new mural in UNC Student Stores (artist Michael Brown and Student Stores director John Gorsuch are pictured), August 31, 2012.
Total interactions: 1,095  Total shares: 79

We wish you a speedy recovery, Coach Roy Williams!, September 19, 2012.
Total interactions: 1,624  Total shares: 141
VIDEO VIEWS
July 1, 2012: 1,020,224
September 30, 2012: 1,078,038
A gain of 58,814 views for the quarter (+5.8%)

Video views compared with peers

University of California-Los Angeles  8,288,499
University of California-Berkeley       4,168,309
Duke University                         1,719,286
UNC-Chapel Hill                         1,078,038
University of Michigan                  893,766
University of Virginia                  381,323