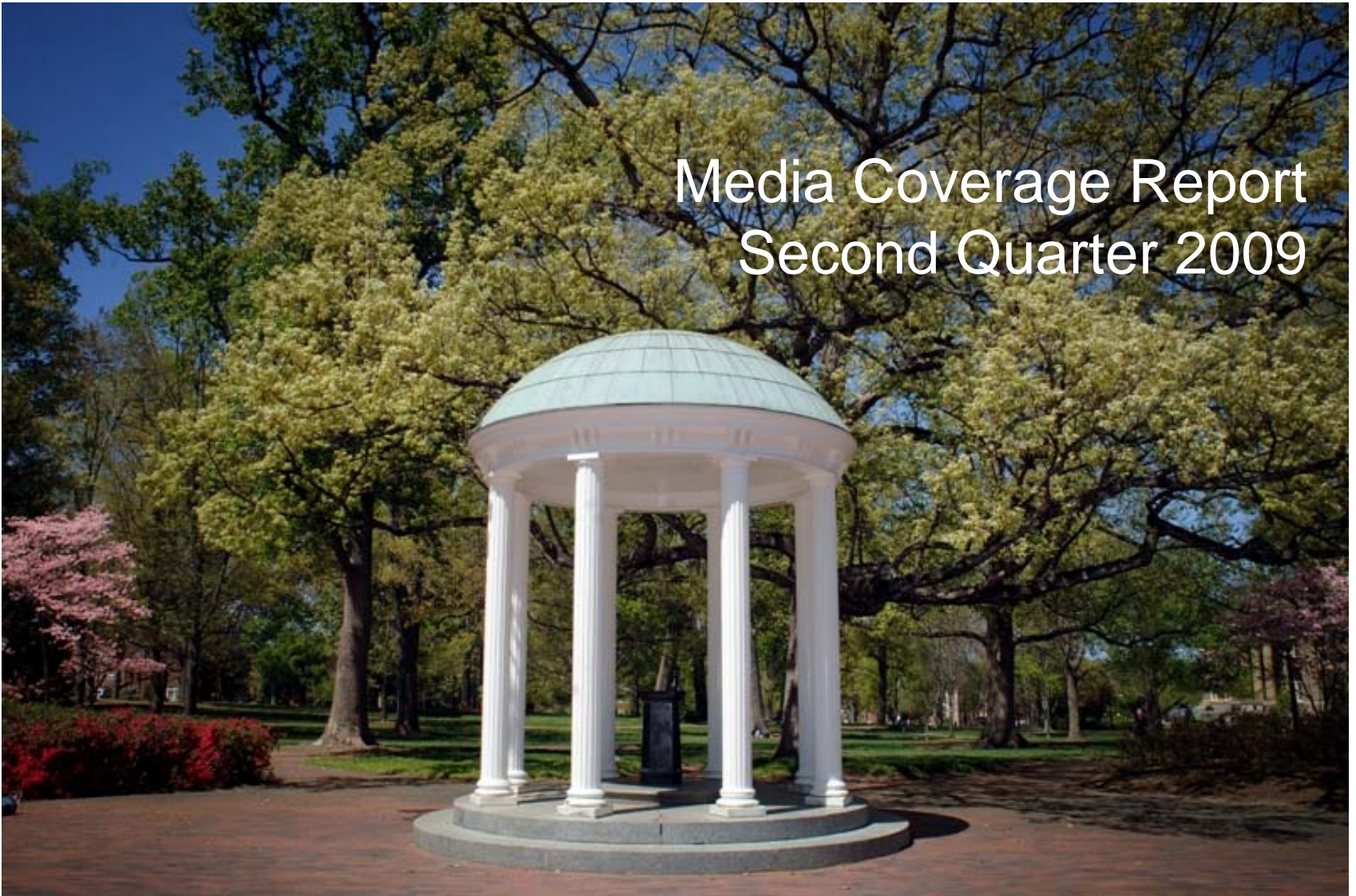


# Media Coverage Report Second Quarter 2009



THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL

# NATIONAL BROADCAST STORIES COMPARED WITH PEERS

April – June 2009

The University of North Carolina at Chapel Hill	102 <sup>1</sup>
University of Michigan	76 <sup>2</sup>
University of California-Berkeley	74 <sup>3</sup>
University of California-Los Angeles	53
Duke University	37
University of Virginia	13

<sup>1</sup>This includes 31 news stories (not game coverage) about the **NCAA Championships** and 14 hits about **Congressman Tom Tancredo's speech on campus**. Even after accounting for the Tancredo story, Carolina is still first in this quarter with 88 hits.

<sup>2</sup>This includes 49 hits about the **Reuters/University of Michigan consumer confidence survey**.


<sup>3</sup>This includes 22 stories about a **speech given by Supreme Court Justice nominee Sonya Sotomayor on campus in 2001**.

## Caveats:

UCLA is the only campus in this peer group directly located in a major media market. UC-Berkeley benefits from such proximity, too. This affects the number of hits originating from news bureaus or studios feeding network TV and radio programming.

# SUMMARY OF SELECT BROADCAST HITS

April – June 2009  
National/Network Level

		Total
	CNN	25
	FOX	17
	C-SPAN	9
	NPR	8
	ESPN	8
	ABC	7
	CBS	5
	NBC	4
	American Public Media	3

# EXAMPLES OF UNC TOP BROADCAST TOPICS

- Tar Heels win 5<sup>th</sup> NCAA Championship (related news and feature coverage).
- Jonathan Oberlander: Health-care reform.
- Terry Sullivan: Obama's first 100 days in office.
- Geraldine Dawson: Autism research.
- Joseph Piven: Brain anatomy and how it relates to cases of autism.

# CAROLINA NEWS STUDIO



THE UNIVERSITY  
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The Carolina News Studio, a partnership between University Relations and the School of Journalism and Mass Communication, was launched in March 2008. As of June 30, 2009, the studio had conducted 105 broadcast interviews.

The studio's television interview highlights during this quarter include:

- **Chancellor Holden Thorp** spoke with "Money for Breakfast" Fox Business host Alexis Glick about the impact of the Tar Heels NCAA Championship win on the university. They discussed the notoriety that the university receives having such a large exposure following a title win, as well as the impact of Forbes Magazine's recent rankings of the financial worth of collegiate basketball programs. April 9, 2009
- **Macary Marciniak**, associate professor in the School of Pharmacy was interviewed by NBC News Channel commenting on the FDA's pulling of the diet drug Hydroxycut. NBC News Channel is a feeder service that provides video content for air on NBC network affiliates in cities across the country. May 4, 2009.
- **Bill Marshall**, professor of law was included in a live round table discussion led by Fox Business News to discuss Supreme Court nominee Sonya Sotomayor's previous court decisions and how they relate to big business. May 27, 2009.



# Final Four Weekend “Hardball with Chris Matthews” April 5, 2009

The screenshot shows the msnbc.com website interface for the "Hardball with Chris Matthews" program. The main video player displays a live broadcast of Chris Matthews, with a "BLEEDING POWDER BLUE!" graphic and a "LIVE MSNBC" indicator. The video player includes a progress bar and a timestamp of 00:40 / 02:19. To the left of the video player is a navigation menu with sections for "Video" (Latest clips, Most viewed, My playlist), "Features" (Kennedy, Documentary, Newsmakers, Politics fix, Sideshow, Big Number), and "More" (Recommended, The Ed Show, Meet the Press, Morning Joe). Below the menu is a search bar and a "40 clips total" indicator. To the right of the video player is a "Politics" section with a list of clips, including "Final four weekend", "Gibbs: Cheney has his facts 'wrong'", "Dr. Nancy: Back to the health care battle", "Cheney: CIA probe is 'outrageous political act'", and "Shakeup overseas: Two major elections". At the bottom of the page is an advertisement for "I Am A PHOENIX" with the text "Every Phoenix has a story, click here to view them."

During this edition of “Hardball,” host Chris Matthews talked about the Final Four and his dilemma on who to cheer for in Saturday night's semifinal between Villanova University and the **University of North Carolina at Chapel Hill**. Matthews is a native of the Philadelphia area – home to Villanova – and a Carolina alumnus. The discussion included footage and mention of President Obama's pick of the Tar Heels to win the national championship.



**Printing your own currency**  
**“CNN Newsroom” CNN**  
**April 22, 2009**



**Ed Van Wesep, assistant professor of finance in the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill, was interviewed by CNN's Brooke Baldwin for a piece about Pittsboro, North Carolina printing their own currency. Pittsboro is one of a dozen communities nationwide that are taking a note from the Great Depression and using the Plenty, which is valued at 95 cents per \$1.**



**Bart Ehrman**  
**“The Colbert Report” Comedy Central**  
**April 9, 2009**



**Bart Ehrman, James A. Gray Distinguished Professor of religious studies at the University of North Carolina at Chapel Hill was a featured guest of Stephen Colbert to discuss his newest book, "Jesus, Interrupted."**





**Save my daughter  
The Dr. Phil Show  
May 15, 2009**



An estimated 30 million Americans suffer from an eating disorder, and anorexia has the highest mortality rate of any mental illness. Family members of victims often suffer the consequences of the disease as well. Are there early warning signs to watch out for? What can you do if you suspect a loved one is anorexic or bulimic? Dr. Phil tackles this emotional topic with a family in crisis. ...Dr. Cynthia Bulik, an eating disorder specialist, sheds light on this pervasive disease and offers Sherri and her family coping strategies. Learn about her Crave-ology profile, and how it helps you take charge of your appetite and your urges. (**Dr. Cynthia Bulik is director of the UNC Eating Disorders Program and the William R. and Jeanne H. Jordan Distinguished Professor of Eating Disorders in the department of psychiatry, School of Medicine at the University of North Carolina at Chapel Hill.**)

<http://www.drphil.com/slideshows/slideshow/5154/?id=5154&showID=1280>



**Autism Studies Target Genetic Link**  
**“CBS Evening News” CBS**  
**April 29, 2009**



..Today, a breakthrough discovery may offer answers for families like the Murrays. Three new studies involving nearly 11,000 families showed the strongest genetic link to autism yet - a gene mutation present in two-thirds of kids with autism, reports CBS News medical correspondent Dr. Jennifer Ashton. ..."Language, our gestures, our facial expressions - if the synapses between brain cells are not functioning properly, it's difficult to carry out those complex social behaviors," said Dr. Geraldine Dawson, the chief science officer of Autism Speaks, a science and advocacy organization. **(Dr. Geraldine Dawson is a research professor in the department of psychiatry at the University of North Carolina at Chapel Hill.)**



## Obama Welcomes Tar Heels to White House "CBS Evening News" CBS May 11, 2009



President Obama today welcomed the national champion **University Of North Carolina Tar Heels** men's basketball team to the White House.

"Congratulations on bringing Carolina its fifth National Championship," the president said. "And more importantly, thanks for salvaging my bracket and vindicating me before the entire nation."

The quip prompted laughter from the crowd. The president's NCAA bracket was not among the top performers in the early rounds of the tournament, but he picked North Carolina as the national champions, greatly improving his standing.

When he tapped the Tar Heels as champions, the president lauded their "experience and balance."

<http://www.cbsnews.com/blogs/2009/05/11/politics/politicalhotsheet/entry5007006.shtml>

# CAROLINA NEWS STUDIO



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Here are some of the studio's radio interview highlights:

- Penny Abernathy**, Knight Chair in Journalism and Digital Media and Economics, School of Journalism and Mass Communication, was a guest of Kathleen Dunn of Wisconsin Public Radio to discuss the *New York Times* financial woes and Abernathy's proposals, which include an establishment of an endowment to support the *Times*' news department's \$200 million budget, foundational support, sale of the *Times* to an angel investor, and purchase of the *Times* by a University. May 11, 2009
- Tom Linden**, director of Medical and Science Journalism program, School of Journalism and Mass Communications, joined a panel discussion on "Radio West" KUER-FM about whether the media's coverage of the H1N1 virus created a public panic or struck the right balance on raising public consciousness to the threat of H1N1. May 13, 2009
- Charles Kurzman**, professor, department of sociology, College of Arts and Sciences, conducted a live interview with BBC radio on the protests that swept through Iran after President Mahmoud Ahmadinejad's disputed re-election. June 18, 2009.

## Home Alone: Is your tween ready? “Morning Edition” National Public Radio May 4, 2009

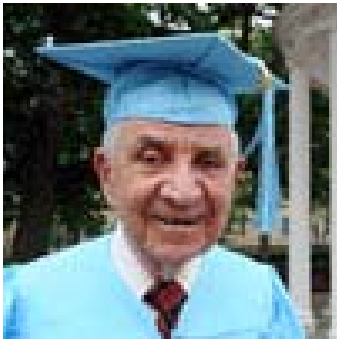


Experts say there's no one-size-fits-all recommendation on the appropriate age to begin leaving adolescents home alone. "There's terrific variation in maturity among kids," says **William L. Coleman, professor of pediatrics at the University of North Carolina, Chapel Hill.**

<http://www.npr.org/templates/story/story.php?storyId=103739038>



## Graduating Right on Time “The Story” American Public Media May 21, 2009



Last week, 92-year-old Roscoe Dillard Griffin graduated from the **University of North Carolina** after leaving school seven decades earlier. At the very end of his senior year, Dillard says he left college to manage his family's shoe store. He also met a girl and fell in love. Gail Clower, Dillard's daughter, says she never knew her father didn't have a degree. The two talk with Dick Gordon about how Dillard managed to complete his final university credits, and what finishing his degree means to their family.

[http://thestory.org/archive/the\\_story\\_778\\_Graduating\\_Right\\_On\\_Time.mp3/view](http://thestory.org/archive/the_story_778_Graduating_Right_On_Time.mp3/view)

# NATIONAL PRINT STORIES COMPARED WITH PEERS

April – June 2009

The University of North Carolina at Chapel Hill	247
University of Michigan	533 <sup>1</sup>
University of California Los Angeles	430 <sup>2</sup>
University of California Berkeley	349 <sup>3</sup>
Duke University	226
University of Virginia	168

<sup>1</sup>This total includes 193 stories about the **University of Michigan/Reuters economic survey**.

<sup>2</sup>This total includes 6 stories about a **lawsuit due to a lab explosion** and 6 stories about **violence against animal researchers**.







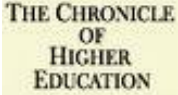


<sup>3</sup>This total includes 44 stories about a **speech given by Sonya Sotomayor on campus in 2004** and 10 stories about **John Yoo's role in the Bush administration**.

Caveats:

UCLA is the only campus in this peer group directly located in a major media market. This affects the number of hits in a newspaper like The Los Angeles Times. Berkeley benefits from such proximity, too. The same is true for UVA and its coverage in The Washington Post.

# SUMMARY OF SELECT PRINT MEDIA HITS

May – June 2009

 Associated Press	40
	39
	19
 United Press International	17
	14
THE WALL STREET JOURNAL.	13
	13
	12
	11
	10
	10



# EXAMPLES OF UNC'S TOP PRINT TOPICS

- Tar Heels win 5<sup>th</sup> NCAA Championship (related news and feature coverage).
- Jonathan Oberlander: Health-care reform.
- Tyson Hedrick: Secrets of bird flight.
- Bill Marshall: Sonya Sotomayor's nomination to the Supreme Court.
- Robert Adler: Selection to Obama administration.
- Barbara Fredrickson: Positive emotions and how they affect us.

## Why Future Flu Pandemics May Be Much More Lethal

Newsweek  
May 5, 2009



...The potential epidemics that most worry epidemiologists and public-health experts fall into three main categories: diseases formerly found in animals that have mutated to cause human infection (mad-cow disease, avian flu) diseases spread beyond their country of origin thanks to globalization (West Nile virus, [SARS](#)) and diseases resistant to existing medication (MRSA, tuberculosis). It's tempting to write off these fears as public-health hand-wringing. But is a potentially devastating pandemic really possible? "The answer is absolutely yes. There are something on the order of 1,500 microbes that infect humans. Over the last 15 years we've seen many ... that were either new to the geographic range or new to humans," says **Dr. David Weber, a doctor of infectious-disease medicine at the University of North Carolina, Chapel Hill**, and a member of the Centers for Disease Control and Prevention's influenza working group.

<http://www.newsweek.com/id/195864>

## Scientists start to unlock secrets of bird flight

The Associated Press

April 13, 2009



For millennia, people have watched the birds and bees and wondered: "How do they do that?"

Thanks to high-speed film and some persistent scientists, at least one of the secrets of flight is now revealed.

When birds, bats or bugs make a turn, all they have to do is start flapping their wings normally again and they straighten right out.

That came as a surprise to researchers who thought turning and stopping took more steps.

Lead researcher **Tyson Hedrick of the University of North Carolina** compared it to sitting at a desk chair and turning left. It's a three-step process: Launch the turn by pushing with one foot, turn, then stop by pushing with the other.

It's a simpler, one-step process for flying animals, he explained in a telephone interview: Launch a turn and then simply flap normally to end it and fly away.

[http://www.usatoday.com/tech/science/2009-04-10-bird-flight\\_N.htm](http://www.usatoday.com/tech/science/2009-04-10-bird-flight_N.htm)



## USA TODAY's college all-stars gifted in class and beyond

USA Today

April 29, 2009



The nation's most gifted college students rightly take pride in their academic achievements, be they in the area of environmental policy, medical research or the classics.

But give them the chance to talk about their proudest accomplishments, and a refreshingly eclectic set of extracurricular interests and talents slips into view.

... Aisha Saad, an environmental health and Spanish double major with a 3.8 GPA sits in the outdoor Forest Theatre at the **University of North Carolina, Chapel Hill**. She is also a Rhodes Scholar.

[http://www.usatoday.com/news/education/2009-04-29-college-all-stars\\_N.htm?loc=interstitialskip](http://www.usatoday.com/news/education/2009-04-29-college-all-stars_N.htm?loc=interstitialskip)