

The image features a collage background. On the left, a large, detailed illustration of the Bucknell University clock tower is shown in a warm, orange-brown color. The tower has a prominent dome and arched windows. To the left of the tower, there is a collage of newspaper clippings with various headlines and text, including words like 'SING', 'C', 'FWS', and '91'. On the right side of the image, the text 'Bucknell UNIVERSITY' is written in a serif font, with 'Bucknell' in orange and 'UNIVERSITY' in blue. Below this, the title 'MAINTAINING GLOBAL MEDIA MOMENTUM' is displayed in large, bold, sans-serif letters, with 'GLOBAL' and 'MEDIA' in orange and 'MAINTAINING' and 'MOMENTUM' in blue. At the bottom right, the year '2025' is written in orange. The overall design is modern and academic, with a focus on media and global communication.

Bucknell
UNIVERSITY

MAINTAINING GLOBAL MEDIA MOMENTUM

2025

MAINTAINING GLOBAL MEDIA MOMENTUM

Bucknell's media presence surged forward in 2024-25, powered by a strategic communications framework designed to amplify faculty research, academic excellence, innovation and student success. This approach ensures that Bucknell's earned media placements spotlight important institutional priorities while also capturing the public imagination.

The University appeared in more than 13,000 news stories, with social echo (a measure of content resonance through sharing and engagement) exceeding 31,000 mentions* in fiscal year 2025. Bucknell's editorial reach grew by over 16% to nearly 30 billion potential views, spanning all 50 states and 57 countries. The value of this coverage also rose sharply, with annual ad-value equivalency climbing from \$240 million to \$280 million** — a testament to the growing visibility and influence of Bucknell's brand.

Bucknell's media relations strategy selectively targets top media outlets to maximize the impact of the most promising story pitches. In the past year alone, stories showcasing the work of Bucknell scholars

and students appeared in *The New York Times*, *The Wall Street Journal*, *USA Today*, ABC News, CNN, NPR, *National Geographic*, and other national and global outlets, positioning Bucknell as a trusted and authoritative voice in national discussions on research, academia and higher education.

The Presidents Dinner

Now in its eighth year, The Presidents Dinner remains a marquee event in higher education journalism. Hosted by Bucknell and President John C. Bravman at the National Press Club in Washington, D.C., on Sept. 4, 2025, the evening brought together 11 college presidents and nearly 30 journalists for an open, on-the-record conversation about the future of higher education. This annual gathering continues to position Bucknell as a facilitator of national dialogue — reinforcing its role at the intersection of leadership, policy and public discourse in higher education.

*Stories represent placements from July 1, 2024, through June 30, 2025.

**As calculated by Meltwater, a leading public relations intelligence platform.

BUCKNELL
mentioned in
STORIES IN

ALL **50** STATES



57 COUNTRIES

(Greater global reach than in 2023-24)

30
BILLION
IN TOTAL *Editorial Reach*

(estimate of potential viewership
based on number of online visits,
4 billion more than in 2023-24)

Placement Breakdown

\$280
MILLION

IN AD VALUE EQUIVALENCY ACCORDING
TO MEDIA-TRACKING SOFTWARE
(\$40 million more than in 2023-24)

National and Global Outlets

ABC News
Al Jazeera English
Associated Press
The Australian
BBC News (U.K.)
Bloomberg
The Boston Globe
Business Insider
CBS News
Chicago Tribune
China Daily
Clarín (Argentina)
CNN
Daily Mail (U.K.)

Diário de Notícias (Portugal)
The Economist
ESPN
Le Figaro (France)
Financial Times
Forbes
Fox News
France 24
The Globe and Mail (Canada)
O Globo (Brazil)
The Guardian (U.K.)
Gulf News
(United Arab Emirates)
Handelsblatt (Germany)

The Hindu (India)
Hindustan Times (India)
Houston Chronicle
The Independent (U.K.)
The Irish Times
The Japan Times
The Jerusalem Post
Khaleej Times
(United Arab Emirates)
The Korea Herald
(South Korea)
Los Angeles Times
Manila Bulletin (Philippines)
MarketWatch

Miami Herald
Mint (India)
MLB.com
El Mercurio (Chile)
Le Monde (France)
The Moscow Times
MSN
NBC News
La Nación (Argentina)
New York Post
The New York Times
The New Zealand Herald
NPR
El País (Spain)

The Philadelphia Inquirer
Politico
Público (Portugal)
Reuters
San Francisco Chronicle
South China Morning Post
(Hong Kong)
Der Spiegel (Germany)
Sports Illustrated
The Straits Times (Singapore)
The Sun (U.K.)
The Sydney Morning Herald
The Telegraph (U.K.)
The Times (U.K.)

The Times of India
Toronto Star
El Universal (Mexico)
USA Today
Vox
The Wall Street Journal
The Washington Post
Yahoo News

Worldwide Coverage

Argentina
Australia
Austria
Bahamas
Bangladesh
Barbados
Belgium
Brazil
Canada
Chile

China (including Hong Kong)
Colombia
Costa Rica
Czechia
Denmark
Egypt
Finland
France
Germany
Ghana

Greece
Hungary
India
Indonesia
Ireland
Israel
Italy
Jamaica
Japan
Kenya

Malaysia
Mexico
Netherlands
New Zealand
Nigeria
Norway
Pakistan
Panama
Philippines
Poland

Portugal
Qatar
Russia
Saudi Arabia
Singapore
South Africa
South Korea
Spain
Sweden
Switzerland

Taiwan
Thailand
Trinidad and Tobago
Turkey
United Arab Emirates
United Kingdom
Zimbabwe

 **More than
13,000**
NEWS MENTIONS *and*
31,200 *in* SOCIAL ECHO
*(the degree to which content resonates with its audience
and is amplified through sharing and engagement)*


5,436 MENTIONS
OF STUDENT ACTIVITY
AND SUCCESS ACROSS
1,883 MEDIA OUTLETS

**THE
PRESIDENTS
DINNER**
HOSTED FOR THE **8th**
CONSECUTIVE YEAR



U.S.-CHINA RELATIONS

Professor **Zhiqun Zhu**, political science and international relations, continues to be recognized as one of the world's leading scholars on Chinese foreign policy. National and international media frequently cite his analysis of U.S.-China relations and Asian affairs.

Last year, Zhu provided commentary on Chinese policy around the globe for stories by *The New York Times*, CNN, The Associated Press, *Newsweek*, Bloomberg News, *South China Morning Post* and Voice of America, among others. During the U.S. presidential election, his perspective on how the candidates might be viewed in China was frequently sought by media, including NPR and Fox News.

When Will China's Leader Talk to Trump?

THE NEW YORK TIMES

Trump-Xi Call Restores Trade Truce. But the Supply Chain War Has No End in Sight

CNN

Xi Shows No Sign of Rescuing Iran as Trump Ramps Up Pressure

BLOOMBERG NEWS

Chinese Businesses Hoping to Expand in the U.S. and Bring Jobs Face Uncertainty and Suspicion

THE ASSOCIATED PRESS

Democratic VP Nominee Walz Gets Flak from the Right for His Relationship With China

NPR

How Donald Trump Winning Would Impact China, Russia, Iran and North Korea

NEWSWEEK

China Officially 'Doesn't Care' About Trump Win; Unofficially, Experts Say Beijing Is Rattled

FOX NEWS

China Expects Bumpy Relations With the U.S. Under Trump

VOICE OF AMERICA

Trump Said He Will Divide Russia from China. It's a Tough Bromance to Break.

BUSINESS INSIDER

The Truth Behind Trump's Bold Bid for Greenland

DAILY MAIL



ECONOMIC TRENDS

Professor **Matías Vernengo**, economics, director of the Bucknell Institute for Public Policy, offers media insight on the state of the economy in the U.S. as well as South America. The former senior manager of economic research at the Central Bank of Argentina, Vernengo has become a go-to expert for analysis of national and global macroeconomic trends, especially inflation.

Beginning in early 2025, ABC News and *U.S. News & World Report* regularly turned to Vernengo to gauge the impact of President Trump's tariffs on the U.S. economy. Other national outlets have tapped him for assessments of American consumer confidence and the national debt, and he has continued to lend his expertise on the state of the economy in his native Argentina.

What Have Trump's Tariffs Achieved So Far? Experts Weigh In

ABC NEWS

Americans Are Spending a Lot and Not Saving Much. Economists Aren't Too Worried. Yet.

MARKETPLACE

What's the National Debt by President?

USA TODAY

Chainsaw Economics, Organ Sales and Governing by Dog: Argentina Under Milei

AL JAZEERA

Cost of Living: How to Calculate How Much You Need

U.S. NEWS & WORLD REPORT

Argentine Academics Flee Austerity Drive a Year into Milei's Rule

TIMES HIGHER EDUCATION

Will Trump's Policies Spark a Recession?

U.S. NEWS & WORLD REPORT

Real-time Data Finds Consumers Feeling Fragile

MARKETPLACE

Trump's Tariffs Roiled Markets But Data Shows a Solid Economy. Here's Why.

ABC NEWS

Chainsaw to Public Health, Education and Culture: A Look at Javier Milei's First Year as Argentina's President

COURTHOUSE NEWS SERVICE

Argentina: The Milei Experiment (One Year Later)

THE GLOBAL LIST PODCAST

HIGHER EDUCATION IN AMERICA

President **John C. Bravman**, who has led Bucknell since 2010, is a respected voice on the state of American higher education. Since 2018, he has hosted and moderated The Presidents Dinner, an annual on-the-record discussion on the state of higher education between presidents from prominent private institutions and members of the national news media at the famed National Press Club in Washington, D.C.

Through that role, Bravman provided insight on various issues affecting higher education for *USA Today*, *Inside Higher Ed* and *University Business*. He also shared his leadership philosophy and experience on the *Leaders on Leadership* podcast and in *LearningWell* magazine.



← Brown Trustee Resigns in Protest Over Divestment Vote

INSIDE HIGHER ED

Free Speech, and Other Issues Keeping These
11 College Presidents Up at Night

UNIVERSITY BUSINESS

At Selective Colleges, Fewer Students Are
Disclosing Race in Their Applications

USA TODAY

Dr. John Bravman on Leadership

LEADERS ON LEADERSHIP PODCAST

Life Lessons with John Bravman

LEARNINGWELL

FIREFLY GENETICS AND ECOLOGY

Professor **Sarah Lower**, biology, explores the genetic and evolutionary underpinnings of animal diversity through one of nature's most captivating insect families: fireflies. In the past year, she led a study uncovering genetic evidence that smell — not just light — may play a key role in communication and courtship for the common eastern firefly.

Also in the past year, Lower fielded media inquiries about her research and about threats to fireflies from human activity, leading to appearances in *The New York Times* and *Discover* magazine, as well as on *Science Friday*, radio shows and podcasts.

How a Soggy Spring and Hot Summer Nights Made 2025 an 'Exceptional' Year for Fireflies

THE NEW YORK TIMES

Flashing Light May Guide a Firefly to Mate, but Scent 'Seals the Deal'

DISCOVER

Turn Your Porch Lights Off: 5 Tips to Support Local Firefly Habitat

BLUE RIDGE PUBLIC RADIO

Fatal Attraction: Insect Edition, the Deceptive Seduction of Femme Fatale Fireflies

NICE GENES! PODCAST

Decoding Fireflies' Smelly Signals and Blinking Butts

SCIENCE FRIDAY

Are We Really the Last Generation to Enjoy Twinkling Fireflies in the Summer?

DISCOVER

At PA Firefly Festival in Forest County, Visitors and Researchers Experience Synchronous Fireflies

WPSU-FM



ADDICTION

Professor **Judy Grisel P'16**, psychology, combines neuroscience, psychology and her personal experience in her addiction research, which focuses on identifying root causes of substance addiction that exist even before addiction starts. She described her research and her own path to addiction recovery and sobriety in her 2019 *New York Times*-bestseller *Never Enough: The Neuroscience and Experience of Addiction*, which was named one of “The 34 Best Memoirs by Female Authors Worth Reading” last year by *Marie Claire*.

Her scientific expertise on addiction was also featured in U.K.-based outlets *The Telegraph* and *Stylist* and on the *Hopestream* podcast in the last year.



The 34 Best Memoirs by Female Authors Worth Reading

MARIE CLAIRE

How Substances Hijack Motivation and Meaning in Young Brains

HOPESTREAM PODCAST

Sudden Closure of Samadhi Leaves Residents in Limbo

THE OVERLOOK

What Three Months Without Alcohol Does to Your Body

THE TELEGRAPH

How to Break a Habit for Good, According to a Neuroscientist

STYLIST

Less Is More: How to Live Below Your Means

U.S. NEWS & WORLD REPORT

Tariffs Are Impacting Gen Z Spending.
Here's How They Can Financially Cope

U.S. NEWS & WORLD REPORT

How to Consolidate Credit Card Debt: Best
Credit Card Consolidation Strategies

BUSINESS INSIDER

Ask the Experts: Personal Injury Protection

WALLETHUB

Budget Advice from the Experts

WALLETHUB

The States Where Tax Filers Are Paying the
Highest Percentage of Their Income

FINANCEBUZZ



MONEY MANAGEMENT

Freeman College of Management Professor **Stacy Mastrolia**, accounting, teaches personal finance and shares her expertise through money management-related news stories.

She provided insight in two *U.S. News & World Report* stories on budgeting and gave advice on credit card debt consolidation in *Business Insider*. Additionally, her expertise on budgeting and taxes has appeared regularly in articles in WalletHub and other websites.

CONSUMER TRENDS

A study co-authored two years ago by Freeman College of Management Professor **Annetta Grant**, markets, innovation & design, citing how HGTV viewing can negatively influence the choices homeowners make during home renovation projects, has continued to generate coverage in such outlets as *House Digest*, *Movieguide* and the podcast *Slow Style Home*.

Her most recent research on how interactions with nature through fly fishing impact environmental stewardship has also gained increasing media attention.

The Negative Effect HGTV Trends
Can Have on You and Your Home

HOUSE DIGEST

Are HGTV Shows Driving Debt and Jealousy?

MOVIEGUIDE

How Fly Fishing Strengthens Our Connection
With Wildlife and Fosters Conservation Efforts

THE CONVERSATION

The Home Improvement Channel Has
Changed the Retail Landscape

RETAILWIRE

What We're Sold and What We Actually
Want: How Trends Are Eroding Our
Concept of Home With Annetta Grant

SLOW STYLE HOME PODCAST

New Bucknell Study Reveals How Various
Interactions in Nature Impact Stewardship

WILLIAMSPORT SUN-GAZETTE





THE SCIENCE OF ATTRACTION

National and international media seek out Professor **T. Joel Wade P'08**, psychology, for his insight on many facets of romantic relationships and the science of attraction.

His expertise on flirtation was highlighted in an article published by *The New York Times* and on the podcast *Last First Date Radio*. One of his *Psychology Today* blog posts on the appeal of “dad bods” also led to a story in *Bright Side*.

What ‘Chicken Shop Date’ Reminds Us About Flirting

THE NEW YORK TIMES

Why Women Are Choosing Men With ‘Dad Bods’ Over Six-packs, Study Reveals

BRIGHT SIDE

T. Joel Wade — How to Get a Second Date

LAST FIRST DATE RADIO PODCAST



CORPORATE JARGON

Freeman College of Management Professor **Kate Suslava**, accounting, combines her two academic interests — language and finance — in her research and the classroom, where she studies and teaches about vernacular used in professional settings.

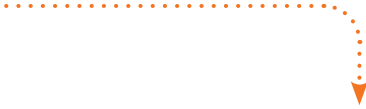
Suslava's research on corporate euphemisms informed her comments in a segment on the nationally syndicated radio show *Marketplace*. She also explored the dynamics of leadership through the lens of gender difference in the popular podcast *IntHERrupt*.

Let's Double-click on the Jargon Execs Use in Earnings Calls

MARKETPLACE

Leading Through Gender Differences

INTHERRUPT PODCAST



WILDLIFE ENDANGERMENT

Professor **DeeAnn Reeder P'16**, biology, is one of the world's leading researchers on bats, mammals and disease ecology. She appeared prominently in stories in both *The New York Times* and *Smithsonian* magazine about a new threat to North American bats: a second species of fungus found in Europe and Asia that causes white-nose disease. She also appeared in an Africanews feature about the threat of ongoing conflict to wildlife in South Sudan.

A Fungus Devastated North American Bats. A New Species Could Deliver a Killer Blow.

THE NEW YORK TIMES

A Fungal Disease Ravaged North American Bats. Now, Researchers Found a Second Species That Suggests It Could Happen Again

SMITHSONIAN

South Sudan Struggles to Protect Wildlife as Unrest Continues

AFRICANEWS

Suffolk Closeup: Pine Beetles, Wildfires and the Human Impact

SHELTER ISLANDER REPORTER

ANIMAL BEHAVIOR

Reggie Gazes '04

Professor of Animal Behavior

Dogs, Cheetahs, Wolves: Why Do Coaches Love to Show Animal Videos to Their Teams?

THE NEW YORK TIMES/THE ATHLETIC

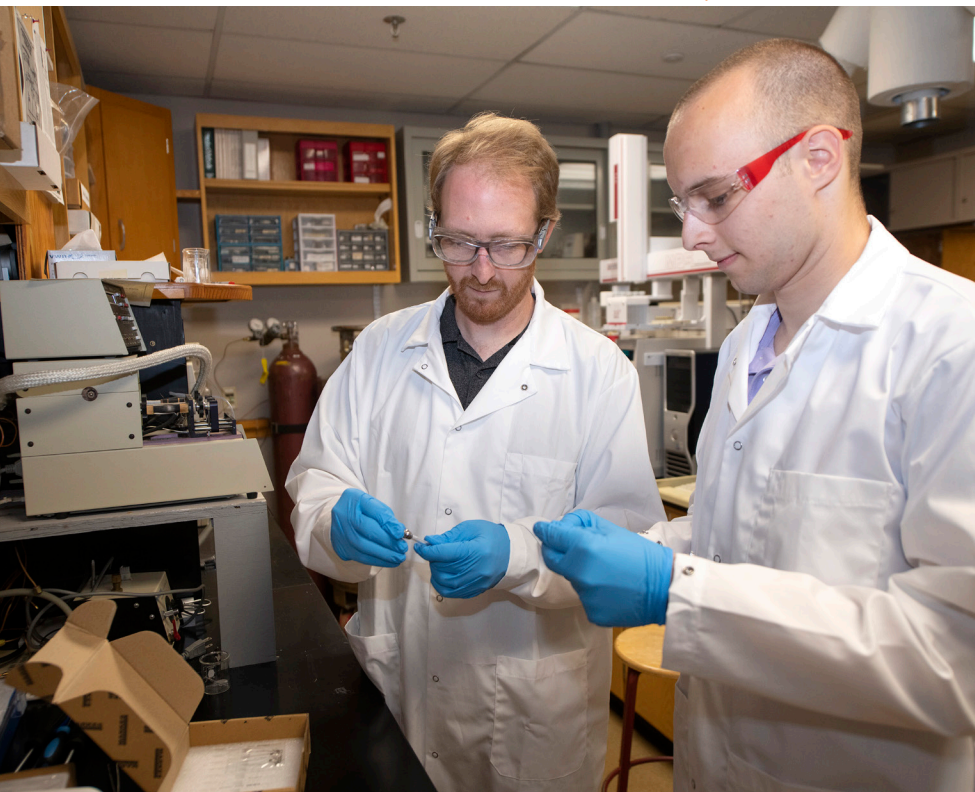
CLEANING-PRODUCT SAFETY

Doug Collins

Professor of Chemistry

The Healthiest Way to Clean Your House

TIME



COMMENCEMENT KEYNOTE

Jessica Livingston '93

Co-founder of Y Combinator

The Best Career Advice From 2025's Commencement Speakers

FORBES

It's Graduation Time — Here Are Some Life Lessons for the Ages

KATIE COURIC MEDIA

Here's the Best Advice for the Class of 2025 from Notable Graduation Speakers

BUSINESS INSIDER



JAPANESE PAPER FILMS

Eric Faden

Professor of Film & Media Studies

ArtScene with Erika Funke

WVIA-FM

Beyond Paper: The Artistry Within

KEYSTONE EDITION ARTS, WVIA-TV

From Paper to Projection: Professor Preserves
Unique 1930s Japanese Films

WNEP-TV

CAMPUS SAFETY

Anthony Morgan

Associate Vice President & Chief of Public Safety

Police-clinician Co-response Calms Campus Mental-health Crises

THE CHRONICLE OF HIGHER EDUCATION

INTERNATIONAL TRADE

Christine Ngo

Professor of Economics

It's Localization, Not Globalization, for the
Health of the U.S. Economy

THE HILL

DARK MATTER

Abigail Kopec

Professor of Physics & Astronomy

Why Dark Matter's Mysteries Persist After Decades of Searching

SALON

Bucknell Professor Takes Part in New Dark Matter Discoveries

NORTHCENTRALPA.COM

INTERNATIONAL COLLEGE STUDENTS

Jennifer Figueroa

Director of International Student & Scholar Services

6 U.S. College Expenses Besides Tuition for International Students

U.S. NEWS & WORLD REPORT

THE 2024 ELECTION

Soundarya Chidambaram

Professor of Political Science

U.S. Presidential Election: What's Next for Biden
as Kamala Harris Takes Centre Stage

THE WEEK

Katharine McCabe

Professor of Women's & Gender Studies

While JD Vance Rails Against 'Cat Ladies,' GOP
Policies Are Making Parents Miserable

MS.

A FORGOTTEN PIONEER

Nina Banks

Professor of Economics

Summer School 8: Big Ideas and Life Lessons from Marx, Keynes and Smith and More

PLANET MONEY, NPR

HR LEADERSHIP

Nicole Whitehead

Vice President, Talent, Culture & Human Resources

HR Strategies to Modernize and Empower Today's Teams

ALL THINGS WORK PODCAST

Navigating the Intersection of Learning, Culture and Change

CHIEF LEARNING OFFICER



PLANT BIOLOGY

Chris Martine

Professor of Biology

Do You Have Invasive Plants Lurking in Your Yard?

PENNLIVE



PERSONAL FINANCE

Karen McGrath '91
Professor of Finance

What to Know About Credit Cards
Offering Electric Vehicle Rewards

THE WALL STREET JOURNAL

Expert Insights About the
Best Cheap Moving Companies

THIS OLD HOUSE

THE SACRED BAND OF THEBES

Stephanie Larson
Professor of Classics & Ancient Mediterranean Studies

The Army of Same-sex Lovers Who Made
Up Sparta's Biggest Rivals

HISTORY CHANNEL UK

SCIENCE ADVOCACY

Haley Kragness
Professor of Psychology

Support for Science Is a Core American Value

READING EAGLE





ENERGY CONSERVATION

Nate Siegel

Professor of Mechanical Engineering

Five Ways to Climate-proof Your Home

U.S. NEWS & WORLD REPORT

COLLEGE ADMISSIONS MARKETING

College Admissions Insider Podcast

Colleges Use Podcasts to Attract Students

INSIDE HIGHER ED

INCOME TAXES

James Lawson

Professor of Accounting

Study: EV Incentives May Hit Low-income
Buyers With Unexpected Tax Bill

BUSINESS NEWS TODAY

What Is a Budget?

WALLETHUB

Bucknell
UNIVERSITY

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2025