



**CAMPAIGN STOP 2016**

A Duke University Election Forum

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# Key Figures

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<b>369</b>	Days online*
<b>983</b>	Posts**
<b>211</b>	Faculty experts
<b>58</b>	Student bloggers <ul style="list-style-type: none"><li>• <b>55%</b> Undergraduate</li><li>• <b>26%</b> Graduate</li><li>• <b>19%</b> PhD</li></ul>
<b>8</b>	Professional schools represented
<b>23</b>	Departments and programs represented
<b>209</b>	Media Outlets <ul style="list-style-type: none"><li>• <b>90.5%</b> Domestic</li><li>• <b>9.5%</b> International</li></ul>
<b>375</b>	Subscribers to This Week's 5 Gems
<b>36</b>	Podcasts
<b>11</b>	Foreign Exchange episodes

\* From launch date, 11/5/15, through 11/11/16. Preceded by 35-day soft launch.

\*\* Includes 15 articles posted during the soft launch, 10/1/15 - 11/4/15.

# Content

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## Website

<b>248</b>	Top Stories	featured	<b>99 Faculty &amp; 5 Students</b>
<b>250</b>	Expert Insights	featured	<b>119 Faculty</b>
<b>118</b>	Student Voices	featured	<b>58 Students</b>
<b>245</b>	Quotes of the Day	featured	<b>96 Faculty &amp; 16 Students</b>

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## Podcasts

<b>30</b>	Glad You Asked	featured	<b>30 Faculty</b>
<b>6</b>	Zeroing In	featured	<b>4 Faculty</b> hosted by Aaron Chatterji
<b>6</b>	Ways & Means (Sanford)	featured	<b>8 Faculty</b>
<b>1</b>	Policy 360 (Sanford)	featured	<b>2 Faculty</b>
<b>14</b>	On Security (WPTF)	featured	David Schanzer

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## Videos

<b>11</b>	Foreign Exchange	featured	Peter Feaver & Bruce Jentleson, including one episode broadcast live from the University of Ottawa
<b>14</b>	Miscellaneous	featured	<b>6 Faculty</b>

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## Social Media

<b>855</b>	Facebook posts	<b>1,517</b>	Tweets
<b>344</b>	Facebook Page likes	<b>485</b>	Twitter followers
<b>1</b>	Facebook Live discussion	<b>2</b>	Twitter chats

# Featured Faculty



**Peter Feaver**  
Political Science  
72 posts



**Bruce Jentleson**  
Public Policy  
22 posts



**David Schanzer**  
Public Policy  
38 posts



**Kerry Haynie**  
Political Science  
19 posts



**Charles Dunlap**  
Law  
37 posts



**David Rohde**  
Political Science  
19 posts



**Jedediah Purdy**  
Law  
27 posts



**Kristin Goss**  
Public Policy  
18 posts



**Pope "Mac"  
McCorkle**  
Public Policy  
24 posts



**Omid Safi**  
Islamic Studies  
18 posts

# School/Department

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Duke School of Law  
 Sanford School of Public Policy  
 Nicholas School of the Environment  
 Fuqua School of Business  
 The Graduate School  
 Duke School of Medicine  
 Divinity School  
 Pratt School of Engineering

## Trinity College of Arts & Sciences

African and African American Studies	Linguistics
Art, Art History & Visual Studies	Literature
Asian & Middle Eastern Studies	Philosophy
Biology	Political Science
Computer Science	Psychology & Neuroscience
Cultural Anthropology	Religious Studies
Economics	Romance Studies
Education	Slavic & Eurasian Studies
English	Sociology
Gender, Sexuality & Feminist Studies	Statistical Science
History	Thompson Writing Program
International Comparative Studies	

# Glad You Asked

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**30** Episodes, in order of the most views

## The least of these

Norman Wirzba, Divinity School, Nicholas School of the Environment

## Inequality hits families hard

Christina Gibson-Davis, Sanford School of Public Policy

## The high price of convenience

Anna Gassman-Pines, Sanford School of Public Policy

## Climate and our health

Drew Shindell, Nicholas School of the Environment

## More sidewalks, fewer pills

Gary Bennett, Duke School of Medicine

## Storm warning

Megan Mullin, Nicholas School of the Environment

## Modern-day usury

Luke Bretherton, Divinity School

## Voter disaffection, as American as apple pie

Reeve Huston, History

## Coastal myopia

Martin Smith, Nicholas School of the Environment

## Why we need national service

Eric Mlyn, Sanford School of Public Policy

## Talk is cheap

Peter Ubel, Fuqua School of Business, Sanford School of Public Policy, Duke Medicine

## High-priced health care starves other social needs

Dan Ariely, Sanford School of Public Policy, Fuqua School of Business

## Casting a ballot just got harder

Gunther W. Peck, Sanford School of Public Policy

## All politics is local

Mark Anthony Neal, African and African American Studies, English

\* Includes views from website, Soundcloud, iTunes, Facebook.

# Glad You Asked

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## Help for aging seniors

Donald Taylor, Sanford School of Public Policy, Duke School of Medicine

## Biosecurity risks

Christopher Woods, Duke School of Medicine

## The year of the disaffected voter

Charles Dunlap, Duke School of Law

## Slice education, hurt democracy

Priscilla Wald, English

## The payoff from supporting our national parks

Stuart Pimm, Nicholas School of the Environment

## Cruelty to animals

Dorie Clark, Fuqua School of Business

## America's political unconscious

Joseph Winters, Religious Studies, African and African American Studies

## Shaky foundation

Henry Petroski, Pratt School of Engineering

## The nuclear option

William Schlesinger, Nicholas School of the Environment

## Police scrutiny

Jasmine Cobb, Art, Art History & Visual Studies, African and African American Studies

## Holding business accountable: A balancing act

Aaron Chatterji, Fuqua School of Business, Sanford School of Public Policy

## Losing the battle against drugs

Robin Kirk, Cultural Anthropology, International Comparative Studies

## How climate change reshapes the ocean

Susan Lozier, Nicholas School of the Environment

## Learning from Ebola

Gavin Yamey, Sanford School of Public Policy

## Why we must address gerrymandering

Connel Fullencamp, Economics

## Turning our backs on mental illness

Jane Costello, Duke School of Medicine



# Media Outlets

## Number of articles featuring Duke faculty

<b>The New York Times</b>	<b>43</b>	<b>Vox</b>	<b>10</b>
<b>The Huffington Post</b>	<b>25</b>	<b>USA Today</b>	<b>8</b>
<b>The Washington Post</b>	<b>23</b>	<b>NBC</b>	<b>7</b>
<b>NPR</b>	<b>18</b>	<b>Salon</b>	<b>7</b>
<b>The Hill</b>	<b>15</b>	<b>The Atlantic</b>	<b>7</b>
<b>The Christian Science Monitor</b>	<b>15</b>	<b>The Globe &amp; Mail</b>	<b>5</b>
<b>ABC</b>	<b>12</b>	<b>US News &amp; World Report</b>	<b>5</b>
<b>Time</b>	<b>10</b>	<b>CBS</b>	<b>5</b>

"We the People" podcast	<b>CBS</b>	Fast Company
ABA Journal	CCTV-America	The Federalist
<b>ABC</b>	Charleston Post and Courier	FiveThirtyEight
ABC News Australia	The Charlotte Observer	Forbes
ABC-Australia's "Religion and Ethics"	<b>Chicago Tribune</b>	Foreign Affairs
Africacountry.com	The Christian Post	Foreign Policy
<b>Agence France Presse</b>	<b>The Christian Science Monitor</b>	Fortune
Albany Times Union	City A.M.	Forum for Scholars and Public
American Conservative	The Cleveland Plain Dealer	Foundation for Economic Education
American Constitution Society for Law and Policy	Cleveland.com	<b>Fox News &amp; affiliates</b>
American Scientist	Climate Central	Freedom Action Network
<b>Associated Press</b>	<b>CNN</b>	Fuqua School website
Atlanta Black Star	CNSNews.com	Fusion
Atlanta Journal-Constitution	ComputerWorld	Gawker
<b>The Atlantic</b>	The Conversation	<b>The Globe and Mail</b>
atlantic-community.org	Corporate Crime Reporter	Governing
Australian Broadcasting Corporation	CounterPunch	Greenbiz
The Baptist Standard	Curbed	The Guardian
<b>BBC News</b>	The Daily Beast	Harvard Business Review
<b>Bloomberg</b>	The Denver Post	Harvard Law School National Security Journal
Boston Globe	Deseret News	The Herald Sun
Boston Herald	Detroit Free Press	<b>The Hill</b>
Business Day TV	Detroit News	<b>The Huffington Post</b>
Cagle Cartoons	Deutsche Welle	Humanities
Canadian Business	Discovery News	iafrica.com
Carroll County Times	Dissent	Indy Week
Carteret County News-Times	East Bay Times	Inside Climate News
Cato Unbound	Education Week	InsideSources
CBC News	Ensia	Institute for Southern Studies
CBC Radio	Epoch Times	Investor's Business Daily
	FactCheck.org	

# Media Outlets

The Islamic Monthly  
 Japan Today  
 The Jerusalem Post  
 Jewish Telegraphic Agency  
 Just Security  
 Kaltoons  
 KCBY  
 KCRW radio in Los Angeles  
 KLEW-TV  
 KPCC-Los Angeles' "Take Two"  
 Lancaster Online  
 Lawfire  
 Lawyers, Guns & Money  
 Learn Liberty  
 Legislative Week in Review  
 Lexington Herald-Leader  
 LinkedIn  
 The Locker Room  
 Los Angeles Times  
 LSE USCentre blog  
 Macleans  
 Maine Public Broadcasting  
 MarketWatch  
 McClatchyDC  
 Mere Orthodoxy  
 Miami Herald  
 military.com  
 Milwaukee Journal-Sentinel  
 Minnesota Public Radio  
 Modern Healthcare  
 Morning Consult  
 Mother Jones  
 MSNBC  
 The National Constitution Center  
 National Geographic  
 National Journal  
 National Review  
 NBC  
 NC Policy Watch  
 NCCIT.org blog  
 New America Media  
 New Republic  
 New York Daily News  
 New York Post  
 Newsday  
 Newsweek  
 NiemanLab  
 North State Journal  
 NorthJersey.com  
 NPR  
 Outlook India  
 Oxford University Press blog  
 Pacific Standard  
 PassBlue  
 PBS NewsHour  
 Philly Voice  
 Pittsburgh Post-Gazette  
 Politico  
 PolitiFact  
 PRI  
 Project Syndicate  
 Psychological Science in the Public Interest  
 PunditFact  
 Real News Network  
 RealClearPolitics  
 reason.com  
 Religion News Service  
 ResearchGate  
 Sacramento News & Review  
 Salon  
 San Francisco Chronicle  
 Scalawag  
 Scene on Radio  
 Scientific American  
 seattlepi.com  
 Slate  
 Soundcloud: SiriusXM insight  
 Talent Management  
 Talking Points Memo  
 Tampa Bay Tribune  
 TechCrunch  
 TechRepublic  
 The Nation  
 The New York Times  
 The New Yorker  
 The News & Observer  
 The Philadelphia Inquirer  
 the podcast "BackStory"  
 The Political Narrative  
 The Progressive Pulse  
 The Root  
 The Sacramento Bee  
 The Seattle Times  
 The Trace  
 The Verge  
 The Wall Street Journal  
 The Washington Post  
 The Washington Times  
 The Week  
 The Weekly Standard  
 TheStreet  
 ThinkProgress  
 TIME magazine  
 Time Warner Cable news  
 Twitter  
 U.S. News & World Report  
 USA Today  
 Vice  
 Voice of America  
 Vox  
 Wallet Hub  
 Washington Examiner  
 WAMU  
 WBUR's "Here & Now"  
 WCHL  
 WFAE  
 Winston-Salem Journal  
 Wisconsin Public Radio's "Central Time"  
 WNCN  
 WNYC News  
 WRAL  
 World Bank Group blog  
 WPTF's "On Security"  
 WRAL  
 WYNC's 'Brian Lehrer Show'  
 Yale Environment 360  
 YouTube: The Economist  
 YouTube: University of Ottawa

## Top 5 Posts, by Reach

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### How I got kicked out of a Trump rally

Pete Mills, graduate student in Public Policy

Top Story, posted 3/14/16 • Reach of 162,809

### The least of these

Norman Wirzba, Divinity School, Nicholas School

Glad You Asked, posted 1/8/16 • Reach of 38,531

### Alumnus Macon Phillips discusses role in Obama '08 campaign

Macon Phillips, Alumnus

Top Story, published 1/25/16 • Reach of 30,813

### Duke's presidential button collection

Ken Hubbard, Alumnus

Multimedia, posted 1/29/16 • Reach of 22,159

### Inequality hits families hard

Christina Gibson-Davis, Public Policy, Psych/Neuroscience, Sociology

Glad You Asked, posted 2/13/16 • Reach of 21,744

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## Website Traffic

35,455 Website sessions

23,867 Website visitors

182,740 Website pageviews

5.46 Average pages per visit

Began tracking website traffic on November 12, 2015. Final tally of website traffic taken at 2:00PM on Nov. 11, 2016. Post reach includes all website pageviews, CS16 Facebook page reach and Twitter impressions. If applicable: Duke Facebook page, SoundCloud, iTunes, and YouTube impressions.

# Campaign Stop 2016 **Events**

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## Launch party in Washington D.C.

- Faculty included Bill Adair, Patrick Duddy, Kerry Haynie, Megan Mullen, Mark Stencel and Kate Whetten

## Sirius XM Comedy Show

- Promotion of campus event
- Exclusive interview with comedian Pete Dominick
- Link to Sirius XM Soundcloud podcast featuring PhD student Nura Sediqe

## Duke-AAEC Political Cartoon & Satire Festival

- 9 Homepage Highlights featuring cartoons by Kevin Siers of The Charlotte Observer
- 1 Homepage Highlight linking to YouTube videos by Kevin Kallaugher of The Economist
- Duke Today article about the festival post-event

## Twitter event during first GOP debate

- #campaignstop hashtag

## Twitter event during presidential debate

- Arranged with Duke Alumni
- Featuring faculty members Connel Fullenkamp (Economics), Nick Carnes (Public Policy), and Eileen Chow (Asian & Middle Eastern studies)
- #DukeDebateWatch hashtag

## Facebook Live post-debate discussion

- Live with Bill Adair (Public Policy) and student Amanda Lewellyn



## Articles about/quotes from visiting dignitaries

- Ambassador Wendy Sherman
- AP News veteran Walter Mears
- Secretary of Homeland Security Jeh Johnson
- Estonian Prime Minister Taavi Roivas
- New York Times editor Margeret Sullivan
- Former NJ governor Christine Todd Whitman
- Vice president Joe Biden
- Political consultant Jim Messina
- UMBC President Freeman Hrabowski

## Co-sponsored speaking events

- Political consultants Jim Messina and Karl Rove
- Peter Feaver & Bruce Jentleson discussion at the University of Ottawa
- Media event on North Carolina as a battleground. Featuring Kerry Haynie and David Rohde.

# Posts about Donald Trump: A Timeline

-  One post
-  Two posts
-  Three posts

2015

NOVEMBER

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

DECEMBER

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

2016

JANUARY

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

FEBRUARY

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

MARCH

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

APRIL

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

MAY

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JUNE

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

JULY

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

AUGUST

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SEPTEMBER

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOVEMBER

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

There were **128 posts** that were primarily, or significantly, about Trump and/or his supporters. This does not include posts where Trump shared the focus equally with other candidates, e.g. posts about the debates or the election in general.

# Credits

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Project leader: **Keith Lawrence**, Office of News & Communications (ONC)

Content managers: **Steve Hartsoe**, ONC, and **Claire Doyle Ragin**, Red Beret Design

Social Media: **Eric Ferreri**, ONC, and **Claire Doyle Ragin**, Red Beret Design

“Glad You Asked” and “Zeroing In” podcasts: **Alison Jones**, ONC

Website Design: **Jonathan Lee**, ONC

Curating news clips: **Stuart Wells**, ONC

Filming for “Foreign Exchange”: **Shaun King**, political science department

“Ways & Means” podcast: **Carol Jackson** and **Karen Kemp**, Sanford School of Public Policy, and **Alison Jones**, ONC

Video projects: **Julie Schoonmaker**, ONC

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