# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key Figures</td>
<td>3</td>
</tr>
<tr>
<td>Content</td>
<td>4</td>
</tr>
<tr>
<td>Featured Faculty</td>
<td>5</td>
</tr>
<tr>
<td>School/Department</td>
<td>6</td>
</tr>
<tr>
<td>Glad You Asked</td>
<td>7</td>
</tr>
<tr>
<td>Media Outlets</td>
<td>9</td>
</tr>
<tr>
<td>Top 5 Posts, by Reach</td>
<td>11</td>
</tr>
<tr>
<td>Campaign Stop 2016 Events</td>
<td>12</td>
</tr>
<tr>
<td>Posts about Donald Trump: A Timeline</td>
<td>13</td>
</tr>
<tr>
<td>Credits</td>
<td>14</td>
</tr>
</tbody>
</table>
Key Figures

369 Days online*

983 Posts**

211 Faculty experts

58 Student bloggers
  • 55% Undergraduate
  • 26% Graduate
  • 19% PhD

8 Professional schools represented

23 Departments and programs represented

209 Media Outlets
  • 90.5% Domestic
  • 9.5% International

375 Subscribers to This Week’s 5 Gems

36 Podcasts

11 Foreign Exchange episodes

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

### Website

<table>
<thead>
<tr>
<th>Count</th>
<th>Section</th>
<th>Featured</th>
</tr>
</thead>
<tbody>
<tr>
<td>248</td>
<td>Top Stories</td>
<td>99 Faculty &amp; 5 Students</td>
</tr>
<tr>
<td>250</td>
<td>Expert Insights</td>
<td>119 Faculty</td>
</tr>
<tr>
<td>118</td>
<td>Student Voices</td>
<td>58 Students</td>
</tr>
<tr>
<td>245</td>
<td>Quotes of the Day</td>
<td>96 Faculty &amp; 16 Students</td>
</tr>
</tbody>
</table>

### Podcasts

<table>
<thead>
<tr>
<th>Count</th>
<th>Section</th>
<th>Featured</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>Glad You Asked</td>
<td>30 Faculty</td>
</tr>
<tr>
<td>6</td>
<td>Zeroing In</td>
<td>4 Faculty</td>
</tr>
<tr>
<td></td>
<td>hosted by Aaron Chatterji</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Ways &amp; Means (Sanford)</td>
<td>8 Faculty</td>
</tr>
<tr>
<td>1</td>
<td>Policy 360 (Sanford)</td>
<td>2 Faculty</td>
</tr>
<tr>
<td>14</td>
<td>On Security (WPTF)</td>
<td>David Schanzer</td>
</tr>
</tbody>
</table>

### Videos

<table>
<thead>
<tr>
<th>Count</th>
<th>Section</th>
<th>Featured</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>Foreign Exchange</td>
<td>Peter Feaver &amp; Bruce Jentleson, including one episode broadcast live from the University of Ottawa</td>
</tr>
<tr>
<td>14</td>
<td>Miscellaneous</td>
<td>6 Faculty</td>
</tr>
</tbody>
</table>

### Social Media

<table>
<thead>
<tr>
<th>Count</th>
<th>Section</th>
<th>Social Media Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td>855</td>
<td>Facebook posts</td>
<td>1,517 Tweets</td>
</tr>
<tr>
<td>344</td>
<td>Facebook Page likes</td>
<td>485 Twitter followers</td>
</tr>
<tr>
<td>1</td>
<td>Facebook Live discussion</td>
<td>2 Twitter chats</td>
</tr>
</tbody>
</table>
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

- 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

<table>
<thead>
<tr>
<th>African and African American Studies</th>
<th>Linguistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art, Art History &amp; Visual Studies</td>
<td>Literature</td>
</tr>
<tr>
<td>Asian &amp; Middle Eastern Studies</td>
<td>Philosophy</td>
</tr>
<tr>
<td>Biology</td>
<td>Political Science</td>
</tr>
<tr>
<td>Computer Science</td>
<td>Psychology &amp; Neuroscience</td>
</tr>
<tr>
<td>Cultural Anthropology</td>
<td>Religious Studies</td>
</tr>
<tr>
<td>Economics</td>
<td>Romance Studies</td>
</tr>
<tr>
<td>Education</td>
<td>Slavic &amp; Eurasian Studies</td>
</tr>
<tr>
<td>English</td>
<td>Sociology</td>
</tr>
<tr>
<td>Gender, Sexuality &amp; Feminist Studies</td>
<td>Statistical Science</td>
</tr>
<tr>
<td>History</td>
<td>Thompson Writing Program</td>
</tr>
<tr>
<td>International Comparative Studies</td>
<td></td>
</tr>
</tbody>
</table>
Glad You Asked

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

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**

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

*"We the People" podcast*

- ABA Journal
- ABC
- ABC News Australia
- ABC-Australia’s “Religion and Ethics”
- Africacountry.com
- Agence France Presse
- Albany Times Union
- American Conservative
- American Constitution Society for Law and Policy
- American Scientist
- Associated Press
- Atlanta Black Star
- Atlanta Journal-Constitution
- The Atlantic
- atlantic-community.org
- Australian Broadcasting Corporation
- The Baptist Standard
- BBC News
- Bloomberg
- Boston Globe
- Boston Herald
- Business Day TV
- Cagle Cartoons
- Canadian Business
- Carroll County Times
- Carteret County News-Times
- Cato Unbound
- CBC News
- CBC Radio
- CBS
- CCTV-America
- Charleston Post and Courier
- The Charlotte Observer
- Chicago Tribune
- The Christian Post
- The Christian Science Monitor
- City A.M.
- The Cleveland Plain Dealer
- Cleveland.com
- Climate Central
- CNN
- CNSNews.com
- ComputerWorld
- The Conversation
- Corporate Crime Reporter
- CounterPunch
- Curbed
- The Daily Beast
- The Denver Post
- Deseret News
- Detroit Free Press
- Detroit News
- Deutsche Welle
- Discovery News
- Dissent
- East Bay Times
- Education Week
- Ensal
- Epoch Times
- FactCheck.org

- Fast Company
- The Federalist
- FiveThirtyEight
- Forbes
- Foreign Affairs
- Foreign Policy
- Fortune
- Forum for Scholars and Public
- Foundation for Economic Education
- Fox News & affiliates
- Freedom Action Network
- Fuqua School website
- Fusion
- Gawker
- The Globe and Mail
- Governing
- Greenbiz
- The Guardian
- Harvard Business Review
- Harvard Law School National Security Journal
- The Herald Sun
- The Hill
- The Huffington Post
- Humanities
- iafrica.com
- Indy Week
- Inside Climate News
- InsideSources
- Institute for Southern Studies
- Investor’s Business Daily
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
MClatchyDC
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”
WNBC
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

**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

---

**Website Traffic**

- 35,455 Website sessions
- 182,740 Website pageviews
- 23,867 Website visitors
- 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

Launch party in Washington D.C.
• Faculty included Bill Adair, Patrick Duddy, Kerry Haynie, Megan Mullen, Mark Stencil 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 Sedique

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 Margaret 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.
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

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  

A number of people across Duke provided great help with this project, including, but not limited to, **Jeff Harris**, **Chris Simmons** and **Alyssa Dack**, Duke Federal Relations; **Karen Kemp**, **Jackie Ogburn**, **Carol Jackson**, **Shelley Stonecipher**, **Mary Lindsley** and **Rebecca Iannucci**, Sanford School of Public Policy; **Landy Elliott** and **Margaret Maes**, POLIS; **Andrew Park** and **Forrest Norman**, Duke School of Law; **Erin Medlyn** and **Greg Phillips**, Fuqua School of Business; **Minnie Glymph** and **Ken Kingery**, Pratt School of Engineering; **Scottee Cantrell** and **Tim Lucas**, Nicholas School of the Environment; **Erin McKenzie**, Nicholas Institute; **Audrey Ward** and **Sherry Williamson**, Divinity School; **John Zhu**, the Graduate School; **Diana Harvey**, Global Health; **Ellen de Graffenreid**, Margolis Center; **Sarah Avery** and **Samiha Khanna**, Duke Health news office; and **Lou Brown**, Forum for Scholars and Publics.  

Special thanks go to a number of other people, including **Michael Schoenfeld**, Public Affairs and Government Relations; and **Kristen Brown**, **Laura Brinn**, **Blyth Morrell**, **Sonja Foust**, **Cara Rousseau** and **Geoffrey Mock**, all of ONC.