



CAMPAIGN STOP 2016

A Duke University Election Forum

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Key Figures

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

Website

| | | | |
|------------|-------------------|----------|-------------------------------------|
| 248 | Top Stories | featured | 99 Faculty & 5 Students |
| 250 | Expert Insights | featured | 119 Faculty |
| 118 | Student Voices | featured | 58 Students |
| 245 | Quotes of the Day | featured | 96 Faculty & 16 Students |

Podcasts

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

Videos

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

Social Media

| | | | |
|------------|--------------------------|--------------|-------------------|
| 855 | Facebook posts | 1,517 | Tweets |
| 344 | Facebook Page likes | 485 | Twitter followers |
| 1 | Facebook Live discussion | 2 | 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

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

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

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

| | | |
|--|--------------------------------------|--|
| "We the People" podcast | CBS | Fast Company |
| ABA Journal | CCTV-America | The Federalist |
| ABC | Charleston Post and Courier | FiveThirtyEight |
| ABC News Australia | The Charlotte Observer | Forbes |
| ABC-Australia's "Religion and Ethics" | Chicago Tribune | Foreign Affairs |
| Africacountry.com | The Christian Post | Foreign Policy |
| Agence France Presse | The Christian Science Monitor | 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 | Fox News & affiliates |
| American Scientist | Climate Central | Freedom Action Network |
| Associated Press | CNN | Fuqua School website |
| Atlanta Black Star | CNSNews.com | Fusion |
| Atlanta Journal-Constitution | ComputerWorld | Gawker |
| The Atlantic | The Conversation | The Globe and Mail |
| atlantic-community.org | Corporate Crime Reporter | Governing |
| Australian Broadcasting Corporation | CounterPunch | Greenbiz |
| The Baptist Standard | Curbed | The Guardian |
| BBC News | The Daily Beast | Harvard Business Review |
| Bloomberg | The Denver Post | Harvard Law School National Security Journal |
| Boston Globe | Deseret News | The Herald Sun |
| Boston Herald | Detroit Free Press | The Hill |
| Business Day TV | Detroit News | The Huffington Post |
| 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

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

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**

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 |
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2016

JANUARY

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FEBRUARY

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MARCH

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APRIL

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MAY

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JUNE

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JULY

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AUGUST

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SEPTEMBER

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OCTOBER

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| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
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NOVEMBER

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| 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

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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