

From: [University of Texas Media Relations](#)  
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## MEDIA RELATIONS RECAP: OCTOBER 2023

A pair of Jackson School of Geosciences studies related to new seismic data earned significant media coverage from across the globe, leading the way among UT research in October. One study from professor Jung-Pu Lin found that the [sea anemone biocoral in Florida's marine coasts](#) are more fluid than previously thought, moving rapidly and changing places in split seconds (259 million UVPM). Another study that highlights the work of four UT researchers used an [AI algorithm](#) to predict the timing, location and strength of earthquakes in China during a seven-month trial (131 million UVPM).

Animal behavior ([Michael Ryan](#), 371 million UVPM), psychedelic therapy ([Greg Fanzo](#), 178 million / [Charles Nemeroff](#), 140 million) and the marketing behind Bue-c-e's ([Raji Srinivasan](#), 173 million UVPM) were among the most-discussed topics featuring Longhorn faculty.

The top campus and community stories included UT being chosen as the [leading academic organization](#) for a new hydrogen hub in the Texas Gulf Coast (170 million UVPM), a public discussion featuring [Secretary of State Antony Blinken](#) in the newly renovated Hogg Auditorium (63 million UVPM) and Texas Robotics' inaugural [robot parade](#) held on Speedway (60 million UVPM).

UT's total media exposure for October was **62.6 billion UVPM**, a four percent dip from last month.

## REMINDERS AND ANNOUNCEMENTS

A big shout out to the communicators who worked with our team to celebrate the second half of Hispanic Heritage Month. We wouldn't be able to properly highlight the great work from around the Forty Acres without you.

As the end of the fall semester approaches, please continue to connect with us about your plans for First-Gen Week (Nov. 6-10) as well as holiday and end-of-year content.

## JOURNALIST AND BEAT NEWS

[Lily Koenig](#) is now the higher education reporter at the Austin American-Statesman. As a recent graduate of Boston University, Lily has taken over the role for Keri Heath, who will shift back to covering K-12 education primarily. Feel free to add Lily to your news lists — [lkoenig@statesman.com](mailto:lkoenig@statesman.com).

[Lauryn Villagra](#) is now a national USA Today reporter covering immigration. She previously worked as a border reporter for the El Paso Times and covered border news in New Mexico prior to that.

The Houston Chronicle has a new executive editor in [Kelly Ann Scott](#). She comes from the Alabama Media Group, where she oversaw production of AL.com.

## SOCIAL MEDIA HIGHLIGHTS

October was another strong month on social media with Longhorns celebrating more football victories, [Free Speech Week](#), [Hispanic Heritage Month](#), the [Secretary of State visiting campus](#), the [re-opening of Hogg Memorial Auditorium](#), the opening of the [new Alamogordo Longhorn Sports Arena](#) and [walkways](#). Thank you for amplifying our messaging on [Relationship Violence Prevention Month](#) and the [campus safety campaign](#) throughout October.

Top posts by impressions:

- [Facebook](#): Light the Tower — Texas Football beats Houston | 170,000 impressions
- [X/Twitter](#): UT Designated Fulbright Hispanic-Serving Institution Leader | 39,000 impressions
- [Instagram](#): Texas Fight Rally recap video | 162,000 impressions
- [LinkedIn](#): UT Designated Fulbright Hispanic-Serving Institution Leader | 39,000 impressions

Top posts by engagements:

- [Facebook](#): Light the Tower — Texas Football beats Houston | 6,300 engagements
- [LinkedIn](#): Hogg Memorial Auditorium reopens | 340 engagements
- [Instagram](#): Texas Fight Rally recap video | 170,000 engagements
- [LinkedIn](#): President Hartzell at Free Speech Week forum | 900 engagements

## HIGHER EDUCATION NEWS

The constitutional amendments election, happening through Nov. 7, holds implications for Texas' higher education landscape with Proposition 5 on the ballot. The proposed [Texas University Fund](#) would create a \$3.9 billion research endowment to empower universities across the state which don't have access to the Permanent University Fund. To qualify, schools must have spent at least \$20 million on federal or private research annually during the previous three years and awarded an average of at least 45 doctoral degrees annually over the same period. Currently, Texas Tech University, Texas State University, the University of Houston and the University of North Texas qualify as such.

Multiple large universities around the country are facing changes among their leadership, including [New York University](#) inaugurating president Dr. Linda G. Mills this month. Mills is the first woman to hold the role in the university's 192-year history. Meanwhile, the [University of Texas at Dallas](#) announced that Rev. John Jenkins will give up the school's presidency at the conclusion of the academic year for a return to teaching, and [Michigan State University](#) continues the search for its next leader after interim president Teresa Woodruff announced prior to the semester that she would not seek a permanent appointment. Woodruff is the fifth person to hold the title for the school in as many years.

## TOP CAMPUS AND COMMUNITY STORIES

The reach of each story is measured as the number of combined monthly visitors (UVPM) to all outlets in which the article appeared.

[Longhorn Betsy Baylis, 4-time US Open champion and top administrator, dies at 95](#) — 400 million UVPM

[Houston selected as one of 7 U.S. hydrogen hubs, opening up \\$1.2 billion in federal funding](#) — 170 million UVPM

[Texas Museum Uses Art Exhibition to Consider Climate Change](#) — 138 million UVPM

[Engineering Professor Brian Belardi Among 20 Packard Fellows for 2023](#) — 69 million UVPM

[Blinken pushes support for Ukraine during talk at UT in Austin](#) — 63 million UVPM

[Texas robotics parade hosted at UT campus](#) — 60 million UVPM

[UT Austin holds annual eclipse viewing](#) — 60 million UVPM

[UT Austin, Air Force collaborate to make space research safer](#) — 59 million UVPM

[Longhorn band pays tribute to Selena in halftime performance](#) — 4 million UVPM

[UT, Dell Technologies partner to open Alienware Longhorn Sports Arena](#) — 3 million UVPM

## TOP FEATURED EXPERT STORIES

[Michael Ryan \(College of Natural Sciences\) cited as an expert on animal behavior](#) — 371 million UVPM

[Elizabeth Seals \(College of Liberal Arts\) cited as an expert on Taylor Swift's career](#) — 331 million UVPM

[Adam Chulov \(College of Liberal Arts\) cited as an expert on trade in early modern Asia](#) — 208 million

[Steve Vladeck \(School of Law\) cited as an expert on the federal court system](#) — 208 million UVPM

[Greg Fanzo \(Dell Medical School\) cited as an expert on psychedelic therapy](#) — 178 million UVPM

[James Henson \(College of Liberal Arts\) cited as an expert on the Texas House of Representatives](#) — 178 million UVPM

[Raji Srinivasan \(McCombs School of Business\) cited as an expert on the marketing of Bue-c-e's](#) — 173 million UVPM

[Qunhua Yu \(Cockrell School of Engineering\) cited as an expert on sustainable water and energy](#) — 172 million UVPM

[Alex Dimakis \(College of Natural Sciences\) cited as an expert on artificial intelligence](#) — 159 million UVPM

[Shannon Bow O'Brien \(College of Liberal Arts\) cited as an expert on U.S. presidential history](#) — 146 million UVPM

[Toyin Falola \(Dell Medical School\) cited as an expert in dermatology](#) — 143 million UVPM

[Jeanne Freeland-Graves \(College of Natural Sciences\) cited as an expert in nutritional sciences](#) — 143 million UVPM

[Charles Nemeroff \(Dell Medical School\) cited as an expert on psychedelic therapy](#) — 140 million UVPM

[Scott Aaronson \(College of Natural Sciences\) cited as an expert on quantum information](#) — 134 million UVPM

[Jeffrey Abramson \(School of Law\) cited as an expert on constitutional rights](#) — 133 million UVPM