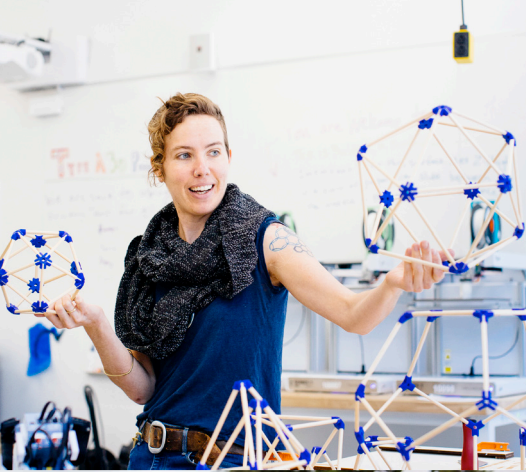
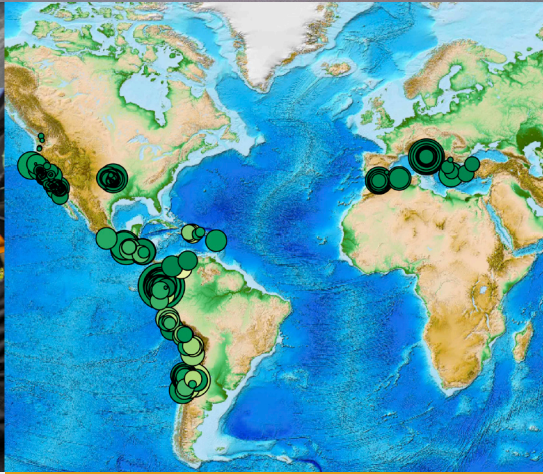
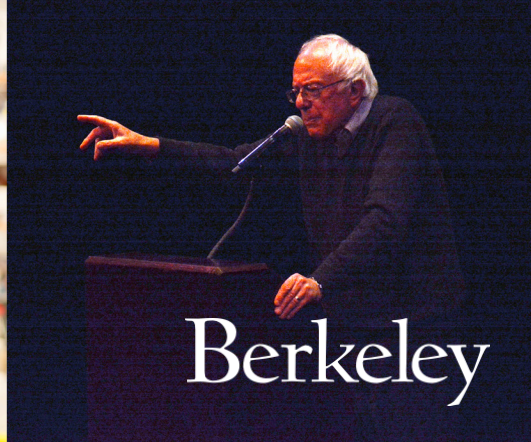


# Media Highlights



The 10  
Essential  
Stories  
of 2016



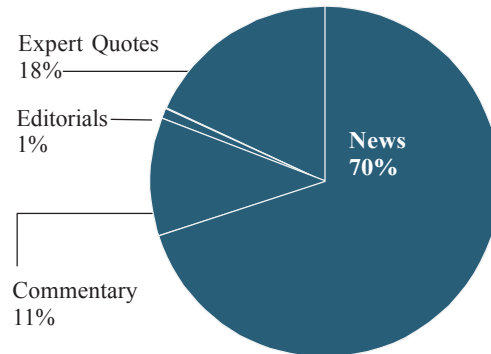
# Shaping the News

## 2016

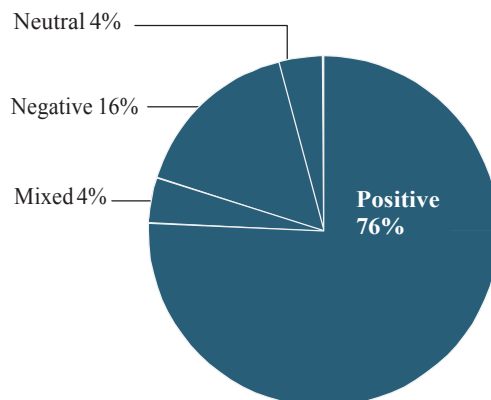
In the course of a globally turbulent year, UC Berkeley faced its share of trials, as well as soaring triumphs. In this summary of campus news for the year, we look at a sample of stories representing our best selves, as well as statistics on our press coverage, and the Office of Public Affairs' top posts online through the NewsCenter, Berkeley Blog, and Facebook. The highlights span revolutionary, potentially life-saving discoveries and initiatives in medical research, earthquake detection, and rescue technology, as well as phenomenal scientific insights and quests into the mind-boggling universes inside our brains and 1,500 light-years away. We made news with our nurturing of both first-generation college students and our launch of entrepreneurs, including "unicorn breeders." We also opened a sensationally modern art museum. It was a busy year. We hope you enjoy remembering and sharing the highs of 2016.

**From a field of 151,500+ stories mentioning UC Berkeley, Public Affairs tracked 3,142, including:**

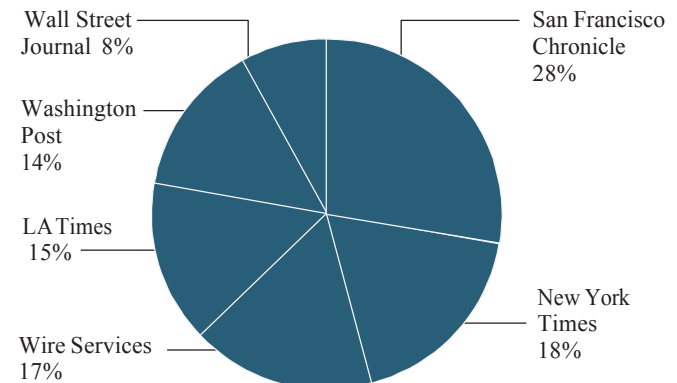
### Stories broken down by type



### Positive reflections of UC Berkeley



### Coverage in major news outlets (1,021 stories)



# The Top 5



## Top 5 UC Berkeley News Stories

1. Berkeley student confirmed dead in France terror attack, (97,613)
2. Berkeley ranked one of the world's 'elite six' universities by Times Higher Ed (75,954)
3. More than 100,000 students seek admission to Berkeley (74,536)
4. Teen girls see big drop in chemical exposure with switch in cosmetics (65,058)
5. Sheryl Sandberg, Facebook chief, speaks from the heart at Commencement (50,947)



## 5 Most "Liked" UC Berkeley Facebook Posts

1. 24,156—We are brokenhearted to learn of the death of Nicolas Leslie. Our thoughts are with his family & friends. #ForeverABear #NickLeslie #PrayForNice
2. 19,031—With a blare of brass and a flash of pink and gold, all 220 members of the Cal Band marched onto the field Sunday to join halftime headliners Coldplay, Beyoncé and Bruno Mars. #SB50 #BearTerritory #GoBears #CalBandGreat
3. 18,417—BEARS SET TO STUN: Chris Pine '02 and John Cho '96. ;) #hubbahubba#CalAlum Star Trek #starttrekbeyond
4. 14,962—Dajanaye Sheri Adrow-Hubbard has been raising her 4-year-old son, Marius, while attending Berkeley. And this week she graduates. Congratulations, Dajanaye — and Marius! #CalGrad
5. 14,958—It is with a heavy heart that I write to inform you of the tragic death of one of our students, Tarishi Jain, a UC Berkeley student killed in the terrorist attacks in Bangladesh yesterday.



## 5 Most Commented On Facebook Posts

1. 1,756 We are brokenhearted to learn of the death of Nicolas Leslie. Our thoughts are with his family & friends. #ForeverABear #NickLeslie #PrayForNice
2. 1,359 Live from Commencement with Sheryl Sandberg, today's keynote speaker. Congratulations to the Class of 2016! #CalGrad
3. 1,104 When you finish your last final... :)
4. 962 With a blare of brass and a flash of pink and gold, all 220 members of the Cal Band marched onto the field Sunday to join halftime headliners Coldplay, Beyoncé and Bruno Mars. #SB50 #BearTerritory #GoBears #CalBandGreat
5. 893 It is with a heavy heart that I write to inform you of the tragic death of one of our students, Tarishi Jain, a UC Berkeley student killed in the terrorist attacks in Bangladesh yesterday.



## Top 5 Berkeley Blog Posts

1. Understanding the allure of Trump (15,533 page views)
2. Monsanto RIP (9,148 page views)
3. Michelle Obama: "It's about basic human decency." (8,038)
4. Why free college tuition would only increase inequality (4,772)
5. The U.S. House of Representatives really hates archeology (3,696)

# The 10 Essential Stories

## 1. LOS ANGELES TIMES: “With CRISPR, scientists correct genetic mutation that causes sickle cell disease” [lat.ms/2IDFBzr](http://lat.ms/2IDFBzr)

October 12, 2016—A team led by postdoctoral fellow **Mark DeWitt of Berkeley’s Innovative Genomics Initiative** develops a promising path to curing sickle cell disease using the CRISPR-Cas9 gene-editing tool. This story was tied to Bob Sanders’ press release ([bit.ly/2e0y5z8](http://bit.ly/2e0y5z8)), and it was picked up by dozens of sources, including the *Mercury News*, *Nature*, *The Scientist*, *Cosmos Magazine*, and *GenomeWeb*. Roxanne Makasdjian and Stephen McNally produced a video that accompanied the press release and many versions of the story. This was but one of many CRISPR-related news events in 2016, so it was a theme that kept Bob busy all year.

## 2. SAN FRANCISCO CHRONICLE: “Berkeley scientists develop quake-detection phone app” [bit.ly/2IDK2uq](http://bit.ly/2IDK2uq)

February 12, 2016—A new, free app called MyShake, created by a team led by **Richard Allen, director of the Seismological Laboratory**, is unveiled. It is part of a comprehensive early earthquake warning and research project. This story was tied to Bob Sanders’ press release ([bit.ly/20Qy5EG](http://bit.ly/20Qy5EG)), and it was covered by more than 200 sources around the world, including the *Los Angeles Times*, *Science Magazine*, *New Scientist*, *Popular Mechanics*, and *Reuters*. Roxanne Makasdjian and Stephen McNally produced a video that accompanied the press release and many versions of the story.

## 3. WALLSTREET JOURNAL: “The Human Brain as a Word Cloud, on a Shared Drive” [on.wsj.com/2mOIEYC](http://on.wsj.com/2mOIEYC)

April 27, 2016—In a groundbreaking new study, **UC Berkeley neuroscientists Jack Gallant and Alex Huth** recorded the neural activity of people as they listened to stories, and created a “semantic atlas” showing how the human brain organizes language according to meaning. It brings scientists closer to decoding inner thoughts. This story was tied to Yasmin Anwar’s press release ([bit.ly/2mBnjE2](http://bit.ly/2mBnjE2)), and more than 100 sources around the world picked it up, including the *New York Times*, *BBC*, *NPR Online*, *New Scientist*, *the Guardian*, and *Freakonomics Radio*.

## 4. NEW YORK TIMES: “Cockroaches: Indestructible, and Instructive to Robot Makers” [nyti.ms/2m4apwP](http://nyti.ms/2m4apwP)

February 8, 2016—A team of scientists in the **Poly-PEDAL biomechanical lab of biologist Robert Full** has developed a robot, called CRAM, that emulates a cockroach in its ability to squeeze through tight spots at high speed. It offers promise as a model for future rescue robots. This story was tied to Bob Sanders’ release ([bit.ly/1QTE4jW](http://bit.ly/1QTE4jW)), and it was covered by more than 350 sources around the world, including the *Washington Post*, *Los Angeles Times*, *San Francisco Chronicle*, *Wired*, *The Atlantic*, *AP*, *Reuters*, and *Xinhua*. Roxanne Makasdjian and Stephen McNally produced a video that accompanied the press release and many versions of the story.

## 5. WASHINGTON POST: “Scientists aim largest telescope possible at ‘alien megastructure’ star” [wapo.st/2mkMXfj](http://wapo.st/2mkMXfj)

October 27, 2016—**Berkeley’s Breakthrough Listen initiative** is embarking on a study of the mysterious Tabby’s star, roughly 1,500 light-years from Earth, as part of the SETI project. Bob Sanders wrote the press release ([bit.ly/2ew2hC6](http://bit.ly/2ew2hC6)), and more than 100 sources around the world picked it up, including the *San Francisco Chronicle*, *BBC*, *Cosmos*, *Popular Mechanics*, *ABC News*, *KQED Online*, and the *Christian Science Monitor*. Roxanne Makasdjian and Stephen McNally produced a video that accompanied the press release and many versions of the story.

# The 10 Essential Stories

## 6. **MERCURY NEWS: “Facebook CEO Mark Zuckerberg and wife Dr. Priscilla Chan to invest at least \$3 billion to cure diseases”**

[bayareane.ws/2mmUURx](http://bayareane.ws/2mmUURx)

September 21, 2016—Facebook CEO Mark Zuckerberg and his wife, Dr. Priscilla Chan, have pledged at least \$3 billion over the next 10 years for research aimed at preventing, curing and managing all diseases by the end of the century. The initiative includes a 10-year \$600 million investment in the Chan Zuckerberg Biohub, a new center run by UCSF, UC Berkeley and Stanford researchers. **Molecular and cell biology professor Robert Tjian** will be one of the advisors on both the Biohub and the overall initiative. Yasmin Anwar issued a press release on this ([bit.ly/2de0xyC](http://bit.ly/2de0xyC)), and stories appeared in more than 300 sources around the world, including the *New York Times*, *Washington Post*, *Wall Street Journal*, *USA Today*, *Los Angeles Times*, *San Francisco Chronicle*, and *AP*.

## 7. **INC.: “How This University Sets Students Up for Entrepreneurial Success”**

[on.inc.com/2mUFBMD](http://on.inc.com/2mUFBMD)

October 12, 2016 —UC Berkeley is the second most prolific producer of venture capital-backed entrepreneurs, and the top producer of serial company founders, according to the latest “Universities Report” by *PitchBook*. Since 2006, the campus fostered 997 entrepreneurs, who started 881 companies and raised \$14.2 billion in funding.

## 8. **GOOD CALL: Unicorn Breeders – “Who’s Grooming Today’s Unicorn Founders for Success?”**

[bit.ly/2mOy4Qd](http://bit.ly/2mOy4Qd)

December 7, 2016—Private startup companies with post-money valuations of \$1 billion or more—nicknamed “unicorns”—are popping up nationwide, and this story examines the professional development of the entrepreneurs behind them. UC Berkeley is a leading breeder, having educated 12 founders of eight unicorn companies. **Paul Alivisatos, Vice Chancellor for Research**, describes the “powerful blend of essential elements” fostering entrepreneurial inspiration on campus.

## 9. **NEWSHOUR: “For these college students, the most difficult test may be basic survival.”**

[to.pbs.org/2IHLm09](http://to.pbs.org/2IHLm09)

October 25, 2016—*PBS NewsHour* visits the Berkeley campus for its weekly education series, “Making the Grade,” interviewing students and staff about the special experiences and needs of first-generation college students, and some of the campus programs that help them succeed. Gretchen Kell promoted and facilitated the interviews.

## 10. **SAN FRANCISCO CHRONICLE: “New home elevates BAMPFA status”**

[bit.ly/2IDOhWA](http://bit.ly/2IDOhWA)

January 26, 2016—The **Berkeley Art Museum and Pacific Film Archive** opened its doors to the public this weekend in what this critic calls “a stunning new home that easily joins the ranks of local architectural icons such as the De Young and soon-to-reopen SFMoMa.” Gretchen Kell wrote a press release ([bit.ly/1Sm6pBa](http://bit.ly/1Sm6pBa)), and more than 100 sources covered, including the *San Jose Mercury News*, *Forbes*, *KQED*, *Berkeleyside*, and *Artsy*.