

Kevin R. Hardwick, PhD, associate professor of political science, at WBEN-AM 930 studios, where he hosts *Hardline with Harwick*.



WITH EXPERTISE IN NEARLY EVERY FIELD, THE CANISIUS COLLEGE FACULTY ARE MEDIA MAGNETS

STORY: Eileen C. Herbert '04 PHOTOS: Shaun M. Maciejewski

Tune in to WBEN-AM 930 on Sunday mornings and you will hear Canisius College Associate Professor of Political Science **Kevin R. Hardwick, PhD**, take a hard line on Buffalo area politics. His show, *Hardline with Hardwick*, is just one of the many times in any given week that Hardwick will probe and prognosticate party politics in the media.

"The public is taking a greater interest in politics nowadays and I am thrilled to have the opportunity to speak about something I've always felt was important for people and the communities in which they live," says Hardwick, who is also director of the college's Urban Studies and Public Administration programs.

Hardwick's pithy patter on local politics to presidential primaries makes him a media magnet. And, he is in good company. Dozens of Canisius College professors are established media experts who are frequently called upon to interpret the news of the day.

The Canisius presence on the airwaves and in print is the result of a strategic media relations plan that the public relations team put into motion

about a decade ago. The goal was, and is, to keep the Canisius College name in the media every day – even on days when the college is not a newsmaker.

To do this, Canisius became a part of the news of the day. The public relations team looked at the daily top stories, identified faculty who could add insight to the stories and then sent that list of faculty to the media for their consideration. The proof of performance is in the numbers: Canisius increased its visibility via print and broadcast media 407 percent, since 2000.

"It makes sense to tap into this treasure trove of knowledge to educate the community with our faculty who, collectively, have expertise in nearly every field," says **Debra S. Park MS '06**, associate vice president for public relations at Canisius College. She notes that in many ways faculty work with the media is an amplification of what they do in their classrooms each day.

Canisius faculty provide their own opinions and observations to the media. Their comments do not represent the college's response to a particular

issue. But make no mistake about it, when faculty participate in media relations it is not only an opportunity for those individuals to highlight their works, it is also a way to enhance the college's reputation as well.

In fact, what began in 1999 as a local media relations program has extended into media opportunities that have spread the Canisius name across the globe. Literally.

Fellow political science professors **Michael V. Haselswerdt, PhD** and **Peter J. Galie, PhD**, chair of the department, were among the first to establish an international presence when they were called upon to participate in a series of radio interviews about American presidential politics on *AM Newstalk* in Singapore. The pair would call Singapore around dinner time in Buffalo to share their views with listeners who were just about to start their days. Haselswerdt and Galie are seasoned local media experts, as well. The college's political science professors are the most frequently sought after Canisius experts, followed by Economics/Finance Professors **George M. Palumbo, PhD** and **Mark Zaporowski, PhD**, who co-author *Western New York Economic News*.

The media's response to Canisius experts has been so well-received that newsroom assignment editors and reporters now reach out to the college or directly to a particular professor for assistance.

"The college has really developed a relationship with the local media in recent years," says Pamm Lent, assistant news director for WIVB-TV in Buffalo. "The public relations team knows how a newsroom operates, understands the critical deadlines under which we work every day and always responds quickly when we call."

In the case of television, the opportunity to build the Canisius reputation is significant, as more people in Western New York get their news from television than any other medium. Thanks to cable and satellite services, Buffalo television stations reach nearly 2 million viewers, as far north as Toronto, Canada, and as far south as Bradford, PA.

While a few faculty say it's not their cup of tea, most transition into the role of media expert with ease. For **Patricia E. Erickson, PhD**, associate professor and chair of the departments of Sociology, Anthropology and Criminal Justice, her first foray was in response to perhaps the most significant news story of the 21st century.

On September 11, 2001, Erickson appeared on several local television news shows to help Western New Yorkers understand their emotions after the worst terrorist attack in U.S. history.

"People felt vulnerable because they didn't know what was going to happen next," said Erickson. "Because I have conducted research on how disasters affect families, I could draw on that and provide a certain perspective. I knew that it was important that I think as a social scientist and not react emotionally."

In the weeks that followed, the national media interviewed Erickson more than 50 times on the topic of America's psyche. Her comments appeared in such publications as *The Atlanta-Journal Constitution*, *Chicago Tribune*, *The Dallas Morning News*, *The Christian Science Monitor* and broadcast media including BBC Radio.

It's also not unusual for Canisius faculty to make headlines for their research. **Michael Noonan, PhD**, professor of psychology and biology, became a media magnet overnight when he released groundbreaking research that found killer whales to be among those animal species who demonstrate cultural learning, a phenomenon in which animals of the same species learn from other members of their group. Noonan's research was not only picked up by *New Scientist* magazine and *animalplanet.com*, it made the mainstream media circuit, with reports on the network evening news. Noonan received similar media attention when he published research that found killer whales to be among those species that reconcile their differences.

"It is always a thrill for my students when the media report on our findings – and for me, too," says Noonan, who is director of the college's animal behavior program. "I am particularly happy that it brings much deserved attention to the hard work that our excellent students carry out and very glad that it promotes a positive image of the college."

As the Canisius media relations program grows, so too does the number of media.

Satellite radio is the newest medium. This radio revolution boasts nearly 17 million subscribers and allows listeners to receive reception from anywhere in the country, without commercials. **E. Christine Moll, PhD**, associate professor of counseling and human services, was the first

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- Michael Noonan, PhD, professor of psychology and biology



Canisius expert to be interviewed on satellite radio when she discussed holiday stress on SIRIUS Satellite's Catholic Channel 159. A few months later, Rev. John Bucki, S.J., director of the Office of Campus Ministry, and Emilee Flynn '08, were guests on the Catholic Channel to discuss the importance of volunteerism.

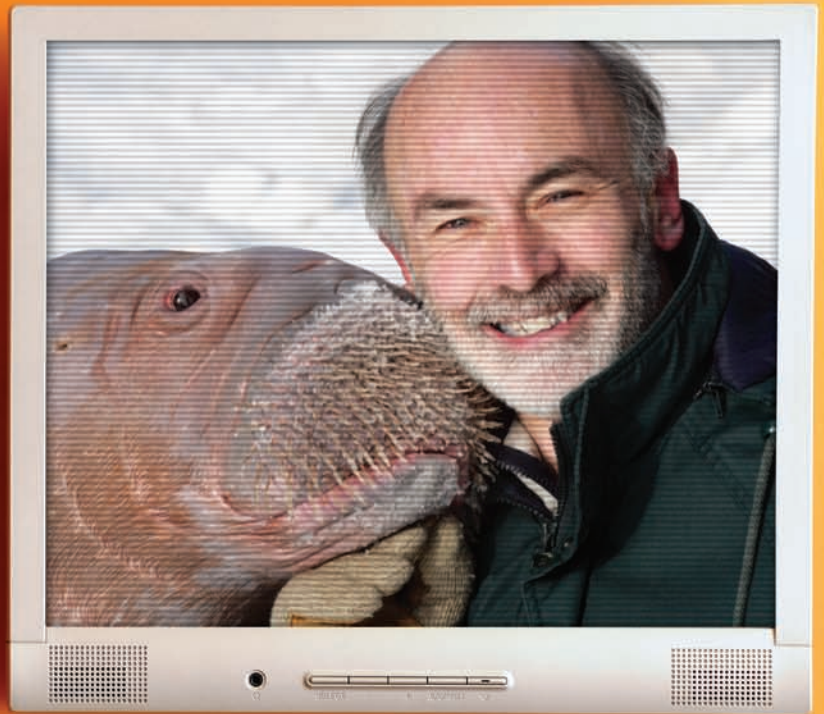
Undoubtedly, though, the World Wide Web has taken over as the new multi-media outlet. With more than 100 million Web sites on-line and 24/7 access, the Internet is among the first places people now turn for their news, information and entertainment. In fact, many Web agencies now provide their own on-line daily news, information and feature stories geared toward their particular industries. Many sites even include Webcasts, which are live or pre-recorded news stories broadcast over the Internet.

One example is Therapytimes.com, a Web site for therapeutic professionals in the healthcare industry. Reporter Kate DeBevois interviewed Robert E. Nida, PhD, associate professor of education, for a story on Asperger's Disorder. Nida spoke about research results from the college's Connections Research and Treatment Program for children with Asperger's. The interview resulted in a front-page story on the Therapytimes Web site and the college's first Webcast, in which Nida spoke more in-depth about the Canisius program.

Shortly after, "Parents from Florida, Pennsylvania and Texas called to inquire about our program," said Nida, who conducted the research with Susan Putnam, PhD, associate professor of psychology at Canisius, and colleagues from the University at Buffalo and Summit Educational Resources. "As a result of the TherapyTimes story, we are able to provide valuable information to parents, all over the globe, whose children suffer from Asperger's Disorder."

Articles originally posted on the World Wide Web now find their way into traditional news mediums. Today, millions of on-line publishers in technology, health and consumer industries provide syndicated news to print and broadcast media outlets around the world – and reach an unlimited audience.

That was the case this spring when Communication Studies Professor Melissa B. Wanzer, PhD, was interviewed about her research on how to use humor to cope with on-the-job stress. Syndicated columnist and national health and nutrition expert Rallie McAllister, MD, wrote the story



When Smooschi the walrus developed a bond with her Marineland Trainer Phil Demers, Michael Noonan, PhD, professor of psychology and biology, (pictured above with Smooschi) appeared on CTV's Canada AM to discuss imprinting, when baby animals bond with humans.

for her own Web site. The story then appeared in several newspapers across the country including *The Eagle* in Texas and the *Daily Item* in Pennsylvania. The article then came full circle when it was published locally by *The Buffalo News*.

Although it is virtually impossible to measure the impact had when a Canisius expert is quoted in the media, "We often hear from Canisius alumni who say it gives them a sense of pride when they see the college's name or their former faculty member's research appear in print or on TV," says Park.

Admittedly, the business of media relations can be a fickle one because it is never known what the news of the day will bring. But with faculty experts on everything from Asperger's to zoo biology, the college's reputation and name recognition are certain to continue to grow regionally, nationally and beyond. ■

Canisius in the News

Below is a sample of the many print and broadcast media outlets in which the Canisius name has appeared.

Print

*The Atlanta-Journal
Constitution*
The Baltimore Sun
The Boston Globe
Boston Herald
Chicago Tribune
*The Christian Science
Monitor*
*The Chronicle of Higher
Education*
The Dallas Morning News
Forth-Worth Star Telegram
Los Angeles Times
The Miami Herald
The New York Times

Newsday

San Francisco Chronicle
The Seattle Times
The Washington Post
The Wall Street Journal
USA TODAY

Broadcast

Bloomberg TV
CBS New York
Entertainment Tonight
ESPN
FOX News Channel
NBC Nightly News
NPR
SIRIUS Satellite Radio

National Magazines

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Heart and Soul
Law Enforcement Technology
Self

News Services

Asian News
International (ANI)
Associated Press
Bloomberg Wire Service
Dow Jones Wire Service
Gannet News Service
Newhouse News Service
Reuters

International

AM Newstalk (Singapore)
BBC Radio (UK)
Canadian Broadcast Radio
CBC Nova Scotia
CTV Canada
The Guardian (UK)
The Globe and Mail
(Canada)
The London Free Press
National Post (Canada)
New Scientist magazine
Toronto Star

Web sites

ABC News Online
(Australia)
About.com
Aljazeera.net
Animalplanet.com
CNN.com
Discoverychannel.com
FoxNews.com
MSNBC.com
PsychCentral.com
Therapytimes.com
TimesofIndia.com

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