MEDIA COVERAGE IN 2019

It was an exciting year in research at Berkeley. To name just a few landmarks, two NASA space missions launched with Berkeley-built instruments on board, our 20th CRISPR patent was won, MyShake issued its first early earthquake alert to the public, we discovered a new tectonic plate, created a new cheap and friendly robot, and came up with a gene-therapy breakthrough that promises to cure blindness. Some of our luminaries were honored, including Emi Nakamura with the John Bates Clark medal, Walter Hood with a MacArthur fellowship and the Gish Prize, and Dawn Song and Hany Farid named to a Wired list of 25 people who are “racing to save us.” On campus, we became part of a revolutionary new neuroscience research network, held steady in global rankings, battled the publishing Goliath Elsevier, weathered repeated PG&E power outages, kept a free speech protest from boiling over, and won back our precious axe. We hope you enjoy remembering and sharing our media highlights from 2019.

246,000
Total number of stories in the media that mentioned UC Berkeley (via Meltwater)

900
Number of stories tracked in key media outlets by Communications and Public Affairs

Breakdown of mentions

Reflection of UC Berkeley

Breakdown of key sources

Berkeley
UNIVERSITY OF CALIFORNIA
USPTO grants University of California 20th CRISPR patent

*Life Sciences Intellectual Property Review*

In 2019, the UC system won 18 of its 20 patents for CRISPR-Cas9 gene-editing technologies, co-invented by molecular and cell biology professor Jennifer Doudna, shifting the balance of power to UC in the high-stakes patent battle UC has waged with the Broad Institute. Public Affairs issued a press release on this, available at [Berkeley News](https://www.berkeley.edu/).

**New light on the sun: NASA finds birthplace of winds**

*Mercury News*

Nearly 90 million miles away, within the sun’s atmosphere, a collection of Berkeley-made scientific instruments aboard NASA’s Parker Solar Probe is measuring electric and magnetic fields, providing stunning new insights, not just about solar energy but physics itself. Public Affairs produced a press release and video on this, available at [Berkeley News](https://www.berkeley.edu/).

**A milestone: Earthquake early warning system sends first public alert to smartphones in California**

*Los Angeles Times*

MyShake, California’s new statewide earthquake early warning cellphone app, developed by Berkeley scientists, sent out its first public alert for a magnitude 4.3 earthquake that struck in the remote Cholame Valley. Public Affairs produced a press release and video on the MyShake debut, available at [Berkeley News](https://www.berkeley.edu/).

**Mysterious tectonic fault zone found off California**

*National Geographic*

Existing underwater fiber-optic telecommunications cables that connect all of the continents but Antarctica could double as seismic sensors, a team of Berkeley scientists has determined. The study detected a 3.5-magnitude earthquake, as well as a previously unknown fault system off the California coast. Public Affairs issued a press release on this, available at [Berkeley News](https://www.berkeley.edu/). Stories on this topic appeared in more than 100 sources around the world.

**UC Berkeley gene therapy breakthrough could help cure blindness, researchers say**

*Sacramento Bee*

Using a new and relatively simple gene-therapy treatment, Berkeley scientists have restored sight in previously blind mice. The findings offer hope to roughly 170 million people around the world with age-related macular degeneration, and 1.7 million people with a common form of inherited blindness, called retinitis pigmentosa. Public Affairs issued a press release on this, available at [Berkeley News](https://www.berkeley.edu/). Stories on this topic appeared in dozens of sources.

**‘Less toxic’ chemotherapy hope**

*BBC*

A tiny, 3D-printed “drug sponge” can be inserted into a vein to absorb excess chemotherapy drugs, promising to make cancer treatments more effective and far less toxic and uncomfortable. Public Affairs issued a press release on this, available at [Berkeley News](https://www.berkeley.edu/). Stories on this topic appeared in dozens of sources around the world.
Why It Hurts to Lose Sleep
New York Times
Adding to the slew of research showing the ill effects of sleep deprivation, a sleep-lab experiment using brain imaging found that a single night of insufficient sleep reduced a person's pain threshold by more than 15 percent. Public Affairs produced a press release and video on this, available at Berkeley News.

A map of the brain could help to guess what you're reading
MIT Technology Review
Using functional MRI to map the brain activity of volunteers while they were alternately reading and listening to stories, a team of Berkeley researchers was able to accurately predict—through the maps—how the brain would respond to different kinds of words. The study could help researchers build clinical applications to better understand dyslexia and other language disorders, as well as help build better language decoders. Public Affairs issued a press release on this, available at Berkeley News. Stories on this topic appeared in dozens of sources around the world.

Sandy and Joan Weill donate $106M for brain research at UCSF, UC Berkeley, UW
San Francisco Chronicle
A new $106 million donation from the Weill Family Foundation will create a neuroscience research network at UC Berkeley, UCSF, and the University of Washington, called the Weill Neurohub. The network aims to speed the development of medical therapies for a variety of brain disorders, including Alzheimer's disease, epilepsy, and stroke. Public Affairs issued a press release on this, available at Berkeley News. Stories on this topic appeared in more than 300 sources around the world.

When computers make biased health decisions, black patients pay the price, study says
Los Angeles Times
An algorithm widely used by health insurers to make critical care decisions reflects strong racial biases, a team of scientists found, and that has led to poorer outcomes for black patients, compared to white patients. Setting out to fix the problem, the team developed an alternative model that reduced the bias by 84%. Public Affairs issued a press release on this, available at Berkeley News. Stories on this topic appeared in hundreds of sources around the world.

Inflammation Marker May Be a Red Flag for Rapid Brain Aging
Psychology Today
Drugs that reduce inflammation in the brain may be able to slow or reverse age-related dementia, a team of Berkeley researchers has found. The work promises not only potential treatments for cognitive decline but also surprising new insights into what causes dementia. Public Affairs issued a press release on this, available at Berkeley News.

Space Heater: Scientists Find New Way to Transfer Energy Through a Vacuum
Scientific American
Heat energy can leap over two or three hundred nanometers of a vacuum, a Berkeley team has found, not only debunking one of physics' longstanding assumptions, but also suggesting new possibilities in thermal management at the nanoscale—an important consideration in high-speed computation and data storage. Public Affairs issued a press release on this, available at Berkeley News. Stories on this topic appeared in dozens of sources around the world.
Meet Blue: The Cheap and Manipulative (in a Good Way) Robot

**Wired**

A team of Berkeley roboticists is introducing Blue, a new low-cost robot that could someday work alongside people in their homes and workplaces. Public Affairs produced a press release and video on this topic, available at [Berkeley News](https://news.berkeley.edu). Stories on this topic appeared in more than 100 sources around the world.

What would happen if we randomly gave $1,000 to poor families? Now we know.

**Washington Post**

Every dollar of unconditional cash aid provided to households in a poor, rural area of Kenya by the GiveDirectly nonprofit increased total economic activity in the area by $2.60, according to a study led by environmental and resource economics professor Edward Miguel, faculty director of Berkeley’s Center for Effective Global Action. Earlier poverty-fighting work in Kenya that Professor Miguel had conducted with his former Ph.D. advisor at Harvard was cited in the announcement of that professor’s 2019 Nobel Prize in Economics.

How do you spot a deepfake? A clue hides within our voices, researchers say.

**NBC Nightly News**

Information and electrical engineering and computer sciences professor Hany Farid made a huge media splash as he arrived at Berkeley, discussing his work in hundreds of articles and broadcast programs, such as this. As a leading digital forensics expert, he and his team are developing technologies to identify images that have been digitally altered to misinform, also known as deepfakes—a scourge that threatens democracy itself. Public Affairs produced a press release and video on this, available at [Berkeley News](https://news.berkeley.edu).

Researchers say there’s a simple way to reduce suicides: Increase the minimum wage

**Washington Post**

Death data from 1999-2015 suggests that raising the minimum wage and earned-income tax credit by 10 percent could prevent about 1,230 suicides—or “deaths of despair”—a year in the U.S., according to a study co-authored by Anna Godoey, a labor economist and postdoctoral scholar at the Center on Wage and Employment Dynamics at Berkeley’s Institute for Research on Labor and Employment. Public Affairs issued a press release on this, available at [Berkeley News](https://news.berkeley.edu).

Wealth concentration returning to ‘levels last seen during the Roaring Twenties,’ according to new research

**Washington Post**

“U.S. wealth concentration seems to have returned to levels last seen during the Roaring Twenties,” assistant economics professor Gabriel Zucman wrote in a new working paper on the country’s staggeringly uneven wealth distribution.
The Hummingbird as Warrior: Evolution of a Fierce and Furious Beak

New York Times

Hummingbirds’ elongated beaks are perfectly designed to extract sugary nectar from flowers, but a Berkeley-led study reveals that some of the species’ males, in South America, have toothy beaks that are better used as weapons to fight off other males for access to food resources and females. Public Affairs produced a press release and video on this, available at Berkeley News.

Scientists find 1,000-year-old pouch in the Bolivian Andes containing traces of hallucinogens

Boston Globe

A team of archaeologists discovered a 1,000-year-old leather bag, believed to belong to a shaman, in a cave in the Bolivian Andes, and a chemical analysis led by Melanie Miller, a researcher at Berkeley’s Archaeological Research Facility, determined that it contained at least five powerful hallucinogens. The discovery provides the first evidence that ancient peoples in South America used different plants to produce hallucinogenic effects, and it adds to the evidence that people have used psychotropic drugs ritualistically for at least 1,000 years. Public Affairs issued a press release on this, available at Berkeley News.

These are the 24 sounds humans use to communicate without words

Discover Magazine

An unprecedented interactive audio map of nonverbal exclamations shows that humans are tuned to recognize at least 24 different emotional states in more than 2,000 so-called “vocal bursts.” Some of the map’s potential applications include teaching voice-controlled digital assistants and robotic devices to better recognize human emotions, and it might help medical professionals and researchers address emotional processing disorders, such as dementia and autism. Public Affairs issued a press release on this, available at Berkeley News. Stories on this topic appeared in dozens of sources around the world.

LUMINARIES

UC Berkeley’s Emi Nakamura Wins John Bates Clark Medal

Wall Street Journal

The American Economic Association awarded economics professor Emi Nakamura its John Bates Clark Medal, a prestigious honor for economists who are under the age of 40 and have made significant contributions to the field. Public Affairs posted a story on this, available at the Berkeley News.

‘The Joy of the Discovery’: An Interview with Jennifer Doudna

New York Review of Books

Molecular and cell biology professor Jennifer Doudna received the Pearl Meister Greengard Prize recently at Rockefeller University in New York. The honor, established by Nobel Laureate Paul Greengard and his wife, the artist Ursula von Rydingsvard, recognizes women scientists.
Walter Hood Wins the Gish Prize
New York Times
Landscape architecture and environmental planning and urban design professor Walter Hood won both a MacArthur Fellowship and the Dorothy and Lillian Gish Prize in 2019. The MacArthur fellowship comes with a $625,000 stipend, and the Gish Prize comes with a cash award of $250,000. Professor Hood has designed many culturally significant landscapes in public spaces nationwide, including Lafayette Square Park in Oakland and the environs of the de Young Museum in San Francisco's Golden Gate Park. Public Affairs posted a story about his MacArthur Fellowship at Berkeley News.

WIRED25: Stories of People Who Are Racing to Save Us
Wired
Electrical engineering and computer sciences professor Dawn Song and information and electrical engineering and computer sciences professor Hany Farid were honored in this WIRED list of 25 people who are working to solve some of humanity's most challenging problems. Professor Song is exploring ways to help people protect their privacy and control and profit from their data. Professor Farid is developing technologies to counter the scourge of deepfake images.

UC Berkeley insect expert eases bias against bugs
San Francisco Chronicle
Pete Oboyski, assistant director and collections manager at Berkeley's Essig Museum of Entomology, lent the San Francisco International Airport some 10,000 insect specimens from the university's collection of some 5 or 6 million for an exhibit called “The Intriguing World of Insects.”

The Lewis and Clark of the Digital Building Frontier
New York Times
Architecture professor Ronald Rael and his wife and business partner Virginia San Fratello, also an architect, are on the forefront of using 3-D printing to create sustainable and artful buildings using waste materials like mud, nutshells, and coffee grounds. Their work is in the permanent collections of the Museum of Modern Art, the San Francisco Museum of Modern Art, and the Cooper Hewitt. One of Professor Rael's projects this year was an installation of seesaws at the border so kids in the US and Mexico could play together. That story received viral coverage, including this story on CNN.

Carnegie Hall’s Contemporary Music Master Will Go to Berkeley
New York Times
Jeremy Geffen, Carnegie Hall's senior director and artistic adviser, was appointed Cal Performances' new executive and artistic director this year. Public Affairs posted a story on this at Berkeley News.
**CAMPUS NEWS**

**Best Global University rankings:**
**University of California, Berkeley**

**U.S. News & World Report**

In U.S. News & World Report’s Best Global Universities Rankings, Berkeley ranked fourth overall and took some top-tier rankings in various subject areas as well. The campus ranked 1st for chemistry; 2nd for environment/ecology; 3rd for physics, space science, economics and business; 4th for plant and animal science and biology and biochemistry; and 5th for civil engineering, materials science, and mathematics. Public Affairs posted a story at Berkeley News.

**It can cost over $66,000 to go to UC Berkeley—here’s how much students actually pay**

**CNBC**

Detailing the true costs of a Berkeley education—comparing in-state and out-of-state tuition, and describing financial aid programs that reduce costs for most students—this article concludes: “The New York Times estimates that the median family income of UC Berkeley students is $119,900 and gives the school high marks for its mobility or the likelihood that a UC Berkeley will move up two or more income brackets in their lifetime. The Times reports that 55% of UC Berkeley students who were born into families in the bottom 20% of earners grow up to be in the top 20% of earners as adults.”

**Stanford, Berkeley are top alma maters for startup founders**

**Silicon Valley Business Journal**

Berkeley ranked second in PitchBook Data’s annual ranking of schools whose undergraduate alumni founded new companies. The school’s undergraduate programs produced 1,235 founders of 1,103 companies, and they’ve raised a collective $28.6 billion since 2006.

**UC Berkeley facility claims title of nation’s “greenest academic building”**

**American School & University**

Chou Hall, the home of Berkeley’s Haas School of Business, has been awarded a LEED Platinum rating from the U.S. Green Build Council, as well as TRUE Zero Waste certification from Green Business Certification Inc. Public Affairs posed a story on this topic at Berkeley News.

**A Lesson from UC’s Split With Elsevier: Keep the Faculty in the Loop**

**Chronicle of Higher Education**

The way that UC officials communicated with faculty during a negotiation process that ultimately led to the system’s split with academic publishing company Elsevier serves as a model for other universities to follow, according to this reporter. An editorial praising the university’s role in exposing this “publishing rip-off” appeared in the Mercury News.

**500 Caterpillars at Home? UC Berkeley Scientists Scramble to Save Research During Blackout**

**KQED Science**

Pre-emptive PG&E power outages disrupted campus life this year, and campus officials and researchers were challenged to preserve vital research and direct limited backup power to critical labs. Other notable stories on this topic appeared in the New York Times and Nature. Public Affairs kept the campus community updated on the outages through announcements posted at Berkeley News.
How PG&E’s power shutdown threatened a NASA mission

**Mercury News**

Any NASA space launch is exciting for the scientists involved, but those at Berkeley’s Space Sciences Lab had some extra challenges during a PG&E power outage. Concerned that they were suddenly going to have to scrub the long-awaited launch of their Ionospheric Connection Explorer, or ICON, satellite because they wouldn’t be able to monitor from campus, they started scrambling to improvise. In the end, everything worked out, and the mission to study the mysterious outermost layer of Earth’s atmosphere did successfully launch. Public Affairs issued a press release on ICON, available at [Berkeley News](https://berkeleynews.berkeley.edu/). Stories about the launch appeared in more than 750 sources around the world.

UC Berkeley keeps a lid on 2,000 protesters, allowing conservative commentator Ann Coulter to speak

**Los Angeles Times**

“What was significant ... was what didn’t happen,” campus spokesman Dan Mogulof said of the protest that greeted conservative media pundit Ann Coulter when she visited campus in November. “We did not see the sort of violence, mayhem and property destruction that attended to the event with Milo Yiannopoulos,” he said. Since the Yiannopoulos protest, the campus has worked hard and invested heavily in new policies and approaches to assuring that speakers of all stripes can enjoy their First Amendment rights on campus, and the efforts have paid off on numerous occasions since 2017.

African-American Art Quilts Find a Museum Home in California

**New York Times**

The Berkeley Art Museum and Pacific Film Archive accepted an extraordinary bequest from collector Eli Leon of nearly 3,000 quilts by African American artists, including more than 500 by Rosie Lee Tompkins, one of the most lauded. Public Affairs posted a story on this at [Berkeley News](https://berkeleynews.berkeley.edu/).

Cal ends Big Game losing skid, qualifies for bowl with win over Stanford

**San Francisco Chronicle**

The Golden Bears reclaimed The Axe in the 2019 Big Game against rival Stanford, ending a 10-year series of losses. Winning 24-20 after a surge in the game’s last minutes, the team will now be bowl-eligible in consecutive seasons.

UC Berkeley students take environmentally-kindier approach to bonfire with ‘Project Phoenix’

**KGO TV**

On the eve of the Big Game between Cal and Stanford, Berkeley students took a more environmentally friendly approach to their traditional pre-game bonfire. Warned by campus officials that it was time for changes due to dry conditions and spare-the-air days, the UC Rally Committee initiated Project Phoenix, producing a steel frame for a bonfire fueled by butane. Public Affairs published a story on this at [Berkeley News](https://berkeleynews.berkeley.edu/).
SOCIAL MEDIA OVERVIEW

Through social media, we are constantly connected to our communities and listening to their comments, criticisms, concerns, and cheers. Facebook remains the top distribution platform for UC Berkeley’s news, research and other content, with high levels of engagement amongst our varied audiences, especially students and parents (current / prospective), as well as alumni. Instagram’s visually rich features enable us to reimagine campus stories in new and creative ways, helping us stand out in the social feeds of prospective and current students. Twitter gives us the opportunity to disseminate our news and critical information widely and in real time.

TOTAL FOLLOWERS

821.6k

IMPRESSIONS

86.8M

ENGAGEMENTS

3.8M

LINK CLICKS

86.8M
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<tr>
<th>Date</th>
<th>Campus</th>
<th>Post Description</th>
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<tbody>
<tr>
<td>Mon 5/20/19</td>
<td>UC Berkeley</td>
<td>Tyler Chen ’19 — Berkeley’s top graduate — spoke to his fellow graduates at Saturday’s commencement.</td>
</tr>
<tr>
<td>Sat 11/23/19</td>
<td>UC Berkeley</td>
<td>The AXE is back! 😍.converters 🌟 #GoBears UC Berkeley photo by Steve McConnell</td>
</tr>
<tr>
<td>Thu 10/24/19</td>
<td>UC Berkeley</td>
<td>UC Berkeley top and No. 4 best over...</td>
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<th>Reactions</th>
<th>Comments</th>
<th>Shares</th>
<th>Post Link Clicks</th>
<th>Other Post Clicks</th>
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# Social Media Top Posts: Tweets

<table>
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<tr>
<th>Tweet 1</th>
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| **UC Berkeley**  
**Thu 10/24/2019 7:43 pm UTC**  
UC Berkeley is the #1 public school in the world, according to a new ranking from U.S. News and World Report. 📊  
On a scale of 0 to 100, Berkeley’s global score this year is 90.3! 🎉  
#GOBEARS 🌲GOBEARSux  
#GoPFlatLuxtGoPublico  
[Link](news.berkeley.edu/2019/10/24/usn...)  

| Total Engagements | 9,587 |
| --- |
| Likes | 1,646 |
| @Replies | 26 |
| Retweets | 644 |
| Post Link Clicks | 3,329 |
| Other Post Clicks | 3,913 |
| Other Engagements | 29 |

<table>
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<tr>
<th>Tweet 2</th>
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| **UC Berkeley**  
**Fri 12/6/2019 10:47 pm UTC**  
All identities and individuals are welcome at Berkeley. We condemn all forms of hatred, bias, racism, bigotry and discrimination.  
[Link](news.berkeley.edu/2019/12/06/cam...)  

| Total Engagements | 8,689 |
| --- |
| Likes | 184 |
| @Replies | 27 |
| Retweets | 34 |
| Post Link Clicks | 3,496 |
| Other Post Clicks | 4,946 |
| Other Engagements | 2 |

<table>
<thead>
<tr>
<th>Tweet 3</th>
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</table>
| **UC Berkeley**  
**Wed 10/9/2019 12:03 am UTC**  
Campus update: Classes will be canceled on Wednesday due to expected campus power loss. The campus, however, will remain open, though services will be limited. 🌘  
[Link](news.berkeley.edu/2019/10/08/cla...)  

| Total Engagements | 5,439 |
| --- |
| Likes | 391 |
| @Replies | 13 |
| Retweets | 229 |
| Post Link Clicks | 1,550 |
| Other Post Clicks | 3,256 |
| Other Engagements | 0 |
SOCIAL MEDIA TOP POSTS | INSTAGRAM

**ucberkeleynight**
Sat 11/23/2019 4:15 pm PST

The AXE is back! 😍🎈💥 #GoBears UC Berkeley photo by Steve McConnell #ucberkeley #biggameweek #rivalry #theaxe

Total Engagements: 16,556
- Likes: 15,977
- Comments: 254
- Saves: 325

**ucberkeleynight**
Tue 2/5/2019 6:02 pm PST

Happy #LunarNewYear! 🍎✨ #berkeley pov by @frvnkyvng #ucberkeley #campanile #fireworks

Total Engagements: 10,188
- Likes: 9,806
- Comments: 55
- Saves: 327

**ucberkeleynight**
Thu 5/16/2019 8:48 pm PDT

“We earned this. Here’s to the successes but more importantly the failures that pushed us to be better, stronger, and made us true Golden Bears. Finish

Total Engagements: 10,003
- Likes: 9,447
- Comments: 131
- Saves: 425