SHOWCASING RESEARCH AND OTHER ACHIEVEMENTS

NEWS MEDIA COVERAGE Disseminating news about faculty research findings and achievements is one of the primary jobs of the Public Information Office (PIO). Through a variety of media channels (e.g., press releases, Currents, Review, and the UCSC web site) the PIO team regularly showcases the talented individuals who comprise UCSC, resulting in international, national, and regional coverage of UCSC. Below are recent examples of faculty whose achievements have garnered media attention.

- Asteroid expert Erik Asphaug was quoted in an article in the New York Times about scientists' ideas for how best to stop an asteroid heading toward Earth, should one be discovered.
- The Los Angeles Times tapped Brent Haddad of environmental studies for comment on a high-stakes move by the Bush administration to resolve a long-standing water dispute between Imperial Irrigation District and coastal southern California.
- The Washington Times discussed the welfare-reform work of Rebecca London, research associate with the Center for Justice, Tolerance, and Community.
- Hindi and Urdu lecturer John Mock was quoted in the Atlanta Journal and Constitution, as well as by Cox News Service, about the current political situation in Pakistan.
- Manuel Pastor of the Center for Justice, Tolerance, and Community was quoted several times in San Jose Mercury News stories about the Mayfair neighborhood of San Jose, an immigrant enclave where most residents live paycheck to paycheck.
- Linguistics professor Geoffrey Pullum was coauthor of a full-page opinion piece in the January 3 issue of the Chronicle of Higher Education.
- Astronomer Stephen Thorsett was quoted in an article in the Washington Post about a new NASA satellite to study supernovae.