



CENTRE
DEBATE 2000

NATIONAL MEDIA HITS

When Centre hosted the 2000 Vice Presidential Debate on October 5, the College received attention as the smallest institution ever chosen to be the site of a televised General Election Debate. When the reviews came in, Centre was again singled out, this time for its masterful performance. An Associated Press article pronounced the organization and execution “as close to flawless as was humanly possible.” CBS news anchor **Dan Rather simply said: “Centre put on a five-star debate.”**

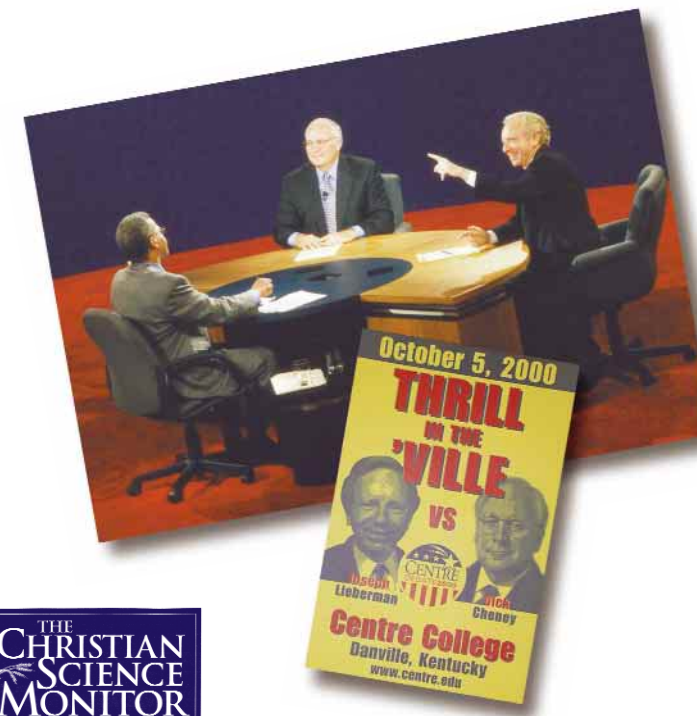
Beyond the extraordinary success of the event, the College found itself the subject of other glowing commentary. **Mary McGrory, columnist for *The Washington Post* wrote, “...vice presidential aspirants...stumbled into a center of the excellence in education that their principals say they crave beyond all else.** The college annually reaps a bumper crop of Fulbright and Rhodes Scholarships... It ranks among the 50 best colleges in the world, and 80 percent of its student body does community service.” And in a *Louisville Courier-Journal* article **David L. Warren, president of the National Association of Colleges and Universities, described Centre as “one of the fastest-rising national liberal arts colleges in the country.”**

From its national leadership in alumni giving percentage, to its outstanding academic program, to the array of internationally known artists who perform at its impressive arts facility, Centre garnered repeated accolades as media discovered the capacity to host a General Election Debate is only one of many extraordinary aspects of the College.



October 6, 2000

“Exciting” was the word most people used when asked their feelings as Democrat Joe Lieberman and Republican Dick Cheney prepared to square off on the campus of Centre College....



October 6, 2000

on student involvement:

It wasn't hard to find interested parties. The campus hosts the state's largest chapters of College Republicans and College Democrats.

Members of the 1,000-student campus rallied, and the college spoke of the hundreds of school-children who had written letters in support of the debate....It was a definite A for effort.

The New York Times

October 6, 2000

Centre College has seen a couple of vice presidents before—as students. John C. Breckinridge—James Buchanan's vice president in 1857—graduated from Centre in 1838....And in 1856, Adlai Stevenson—who became Grover Cleveland's vice president in 1893 and the grandfather of the Democratic presidential nominee of 1952 and 1956—enrolled in the college for two semesters.

...[T]he opportunity to focus the nation's eyes for an evening on a school that is making an aggressive push to move beyond a regional to a national reputation.

...But what the school pitched most vigorously was an appealing campus in a town that many Americans can relate to, and where students are actively engaged in college life.

Sampling of hits in print media listed by name and circulation.

USA Today
Washington, DC
2,113,882

London Daily Telegraph
London, England
1,007,687

Los Angeles Times
Los Angeles, CA
985,473

Washington Post
Washington, DC
834,641

Chicago Tribune
Chicago, IL
664,584

Houston Chronicle
Houston, TX
549,858

Chicago Sun-Times
Chicago, IL
491,143

Boston Globe
Boston, MA
466,000

Plain Dealer
Cleveland, OH
400,593

Orange County Register
Santa Ana, CA
358,010

Milwaukee Journal Sentinel
Milwaukee, WI
330,000

San Jose Mercury News
San Jose, CA
286,651

Boston Herald
Boston, MA
285,335

Times Picayune
New Orleans, LA
265,820

**Fort Worth
Star-Telegram**
Fort Worth, TX
263,470

Courier-Journal
Louisville, KY
244,000

Akron Beacon-Journal
Akron, OH
226,084

**Arkansas
Democrat Gazette**
Little Rock, AR
176,683

Palm Beach Post
Palm Beach, FL
173,000

Record
Hackensack, NJ
172,000

Birmingham News
Birmingham, AL
169,625

Dayton Daily News
Dayton, OH
162,105

**Raleigh
News & Observer**
Raleigh, NC
153,000

The Tennessean
Nashville, TN
148,000

Spokesman Review
Spokane, WA
121,254

The Washington Post

October 6, 2000

Centre College hosted the debate. This unlikely setting—far from the nearest airport, in a place without many four-lane roads, in fact—turned out to be one of the best ever. The whole day was a happy pageant of Norman Rockwell meets Alexis de Tocqueville.



Kentucky Teacher

August 2000

...you can check out a new web site from Centre College. The site, at www.vpcentre.net, provides a wealth of information on America's vice presidency, just in time for the 2000 election.

Tired and jaded political junkies stepped from their cars and buses into an afternoon that was either the very end of summer or the very beginning of fall. Clear sky, warm sun, fresh breeze. Though the trees all appeared to be green, a few golden leaves began to drift toward the grass of the college common as evening approached.

On the common, bands played marches and choirs sang gospel hymns. Hours before the debate began, the gently sloping ground filled with grandparents on lawn chairs and moms and dads on blankets and children who twirled and ran and tumbled and plucked leaves from their hair.

Gore campaign chairman William Daley wandered onto the common a few hours before the event and broke into a huge smile.

"Isn't this great?" he said. He turned to an aide and said, "Tell the press if they want my spin, the chairman's out here under a tree."



Los Angeles Times

August 18, 2000

...Centre bested more than 400 contenders reviewed by the Commission on Presidential Debates.

The Hill

Centre College plans...a host of debate related activities, including a lecture by noted historian Arthur Schlesinger, Jr..."

The Washington Post

October 12, 2000

Last week, vice presidential aspirants Joe Lieberman and Dick Cheney went to Centre College in Danville, Ky., and stumbled into a center of the excellence in education that their principals say they crave beyond all else. The college annually reaps a bumper crop of Fulbright and Rhodes scholarships among its thousand-plus students. It ranks among the 50 best colleges in the world, and 80 percent of the student body does community service.



matrix

October, 2000

There were questions from doubters: "Just how small is Danville?" "Can this little Centre College really pull this off?" "Why should we risk staging a presidential debate there?" But [President John] Roush wasn't intimidated.

As a result, the commission recognized something that Roush said he already knew—that good things come in small packages—and it chose Centre to stage the vice-presidential debate on Oct. 5.

...At a press conference in January to announce that Centre had been chosen, a reporter asked Janet Brown, director of the commission, why the college had been selected. She said that in terms of the selection process, the college had aced it.

Lexington Herald-Leader
Lexington, KY
119,317

Herald-Tribune
Sarasota, FL
114,450

Union News
Springfield, MA
113,498

Telegram & Gazette
Worcester, MA
113,000

Philadelphia Tribune
Philadelphia, PA
111,000

Winston-Salem Journal
Winston-Salem, NC
105,000

Patriot News
Harrisburg, PA
102,060

The Flint Journal
Flint, MI
96,000

Bangor Daily News
Bangor, ME
96,000

News-Press
Fort Meyers, FL
90,650

Home News Tribune
East Brunswick, NJ
88,000

Daily Challenge
Brooklyn, NY
79,540

Live
Staten Island, NY
78,000

Macon Telegraph
Macon, GA
77,665

Register-Guard
Eugene, OR
75,140

Enterprise
Beaumont, TX
66,191

The Journal Gazette
Fort Wayne, IN
62,000

Sunday Gazette
Schenectady, NY
62,000

Sunday Sports Times
Washington, DC
61,592

**USA Today
(International)**
Zurich, Switzerland
61,066

Education Week
Bethesda, MD
60,000

Huntsville Times
Huntsville, AL
59,795

Ann Arbor News
Ann Arbor, MI
58,172

**Daily Southtown
Journal**
Chicago, IL
57,338

Ledger-Enquirer
Columbus, GA
56,000

Saginaw News
Saginaw, MI
55,157

LEXINGTON HERALD-LEADER

September 27, 2000

It's not surprising that alumni would come out to work for the debate. Centre has the highest annual alumni giving rate for any U.S. college or university.



EDUCATION WEEK

September 27, 2000

on Centre's Veep World Web site:

The site offers information on the office of the vice president, the past vice presidents, and related trivia...the structure of the Centre College site meshes perfectly with the semester's tight schedule... More sites like Centre College's are popping up on the Internet this year than ever before....

The Courier-Journal

October 2, 2000

"Centre is one of the fastest-rising national liberal arts colleges in the country...Part of what it means to be at Centre is to be engaged in the larger social and political world. The debate is a classic example of drawing on the civic engagement and political history of the college."

*David L. Warren, President
of the National Association of
Independent Colleges
and Universities*

October 5, 2000

With the vice presidential debate in the national glare tonight, it seems absolutely fitting that the setting would be a picturesque little college that produced two vice presidents. Today, of course, both Democrat Joe Lieberman and Republican Dick Cheney are hoping his attendance at Centre will help him make vice president too.

The Patriot-News

September 10, 2000

One of the most exciting aspects of Centre College's selection as a debate host has been our ability to engage young people—elementary school

through college age—in the political process. We've been able to reverse somewhat the suspicion and cynicism that they tend to have about politics.

President John Roush

Summary of Media Coverage

The coverage Centre received related to the 2000 Vice Presidential Debate reached literally tens of millions of people. All told, the College was featured in approximately 250 print news sources, plus more than 100 broadcast and new-media outlets. A sampling follows:

Television & Radio

ABC
CBS
NBC
PBS
Fox
CNN
C-SPAN
National Public Radio

U.S. Print

USA Today
The New York Times
The Washington Post
The Boston Globe
The Los Angeles Times
Newsweek
The Christian Science Monitor
CASE Currents
Matrix

Foreign Print

England
The Daily Telegraph
The Guardian
The Independent

Hong Kong
South China Morning Post

Saudi Arabia
Arab News



Gazette
Charleston, WV
54,500

Gainesville Sun
Gainesville, FL
54,041

Express Times
Easton, PA
51,000

Observer Dispatch
Utica, NY
50,781

Intelligencer Record
Doylestown, PA
45,976

**Southwest
Times Record**
Fort Smith, AR
45,900

Joplin Globe
Joplin, MO
45,045

Bradenton Herald
Bradenton, FL
43,194

Dothan Eagle
Dothan, AL
37,000

News Sun
Springfield, OH
35,000

Messenger-Inquirer
Owensboro, KY
32,486

Eastside Journal
Bellevue, WA
32,000

South County Journal
Kent, WA
32,000

Nashua Telegraph
Nashua, NH
30,423

Times Herald
Norristown, PA
30,000

Dispatch
Moline, IL
28,451

Advocate
Stamford, CT
28,151

Odessa American
Odessa, TX
27,840

Daily Freeman
Kingston, NY
27,000

Herald Democrat
Sherman, TX
25,605

New Mexican
Santa Fe, NM
24,500

Post Journal
Jamestown, NY
24,054

Standard Speaker
Hazleton, PA
24,000

Daily Independent
Ashland, KY
23,000

Californian
Salinas, CA
22,666

The Hill
Washington, DC
20,000

The **Guardian**

October 7, 2000

Elizabeth Taylor called Danville, Kentucky, a ‘sleepy little town’ when she made the film Raintree County there with Montgomery Clift in 1956. But on Thursday night the good citizens of Danville were treated to what was described by CBS commentator Dan Rather as the best vice-presidential debate ever to have taken place.

—London, England

Houston Chronicle

September 2, 2000

If Danville, Ky., loses its moment of fame because of the squabbling over presidential campaign debates, lots of folks in Danville will take it personally.



The Boston Globe

October 6, 2000

Even for “the city of firsts,” as [Danville] is known, the vice presidential debate...packs quite the historical punch.

...“This is so exciting,” said Tesa Walls, 11. “It’s an opportunity of a lifetime. Danville’s such a small town. It could have been anywhere in America, but it’s here.”



For general information—

Centre College
600 West Walnut Street
Danville, Kentucky 40422
www.centre.edu
1-859-238-5200

For admission information—

admission@centre.edu
1-800-423-6236