



Predictive model built for television ad sales

Suman Mallik, an associate professor in the KU School of Business, has developed a model that will enable TV networks to better judge whether to pre-sell ad space before the beginning of the broadcast year at fairly conservative prices or hold out for potentially higher prices later in the year. The quantitative model could be a powerful tool for the television industry, among others.

[Full Story](#)

TODAY'S HEADLINES



[Expertise on climate action planning](#)

KU students and the public have the opportunity to learn about environmental planning from nationally known climate action planning expert Michael R. Boswell at an upcoming Galloway Lecture Series event Feb. 23.

[Full Story](#)

TODAY'S EVENTS

LECTURE

['The Women Jefferson Loved'](#)

Monday, Feb. 6, 2012

7:30 p.m.-9 p.m.

Lied Center

Pavilion

[View all events](#)

KUDOS



[Communicators win CASE awards](#)

The Council for Advancement and Support of Education recently announced winners of its 2012 District VI Institutional Awards, which included 25 awards for the KU Alumni Association, KU Endowment Association and University Relations.

[Full Story](#)

TWITTER

[@KUNews](#) Who else spotted [#kufball](#) legend Gale Sayers in this [#superbowl](#) ad last night? <http://evolution.nfl.com/#/commercial>

[View all tweets](#)

FEATURED MULTIMEDIA



KANSAS PUBLIC RADIO

[A busy legislative week](#)

More: [photos](#) | [videos](#)

KU IN THE NEWS

The Chronicle of Philanthropy (Feb. 6, 2012)

[Jayhawks on 2011 generosity list](#)

MSN.com (Feb. 6, 2012)

[More Americans seeking love online](#)

CONNECT



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CAMPUS LINKS

[Chancellor's messages](#)

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