BRC Grand Opening

- Rice celebrated the grand opening of the BioScience Research Collaborative. The daylong affair was staged by a Public Affairs team that included Creative Services, Marketing, News and Media Relations and University Relations, in partnership with BRC staff and Development. An estimated 600 people took part in a series of events, including a formal dedication ceremony and ribbon cutting; keynote address from Robert Langer, the David H. Koch Institute Professor at Massachusetts Institute of Technology; an oral symposium; poster session; and reception.

In addition to providing design and editorial support for the communications materials, Public Affairs also produced colorful graphic wraps for the BRC’s two Segways and golf carts. And, when you look toward the BRC from Reckling Park, you’ll see “GO OWLS” in 15-foot letters on a 70-foot banner attached to the top of the building’s hub.

Willy’s 80th

- Public Affairs coordinated a gala 80th birthday party March 18 for the statue of Rice founder William Marsh Rice that presides over the central quad. The event also marked the official kickoff of Rice’s Centennial Celebration, which will culminate on Oct. 12-14, 2012. As a special “twist,” event mastermind Greg Marshall worked with Baylor College of Medicine researchers and the Oshman Engineering Design Kitchen faculty and staff to fabricate a cake topped by a rotating statue of Willy in honor of the legendary 1988 prank in which a group of students about-faced the statue. In addition to University Relations’ event management, Creative Services designed posters, flyers, banners and commemorative coins for the occasion, and News and Media coordinated media coverage and captured the event on video, where it is generating thousands of hits on rice.edu and Rice’s YouTube site. Hundreds of faculty, staff and students turned out to hear historian John Boles recount Willy’s story. Houston Mayor and Rice alumna Annise Parker ’78 helped celebrate the occasion, which culminated later in the day with a jack of her own.

Go Texan Day

- Public Affairs organized a campuswide Go Texan Day March 10, with Rice folks sporting their Western gear and enjoying barbeque in the quad. More than 450 took advantage of a special deal to buy tickets to the Houston Livestock Show and Rodeo as part of Rice Night at the Rodeo. Several Rice representatives, including President Leebron and University Representative Ping Sun, rode in the grand procession that precedes the rodeo competition.
Public Affairs | monthly report
March 2010

Who knew

Welcome Center

• Traffic to the Welcome Center was up more than 25 percent in March over the prior month to 1,900 visitors and up more than 33 percent for the first quarter of 2010 compared with a year earlier.

Rice.edu

• Rice News produced one of its most popular stories ever with an article about Professor Jim Tour’s nano-based RFID tag that could replace bar codes in the grocery store. The story generated 12,199 page views — only the second time in a year that a Rice news story hit the 12,000 mark.

• So far this year, rice.edu has generated 596,481 visits from users outside of Texas — a 10 percent increase from a year ago — which suggests a growing national interest in Rice.

• Facebook was responsible for an average of 687 monthly visits to rice.edu in 2008. Two years later, the site is generating an average of 2,613 monthly visits. That makes it the top referring site — other than search engines — outside of the Rice domain.

News and Media

• March media hits totaled 2,075, up 23 percent over February, for the third consecutive month of increases.

• Rice has had 30 placements on futurity.org, which showcases “Breaking News From the Future.” The site debuted in March 2009.

• Alumna and astronaut Shannon Walker ’87 was profiled in the Houston Chronicle for being the first native Houstonian in space.

• Photos and footage of the Jones Graduate School of Business ringing the New York Stock Exchange’s closing bell from campus were shown on the Houston Chronicle, Yahoo! News, CNBC, FOX Business Network and many other TV stations.
Web metrics | monthly report

March 2010

Rice.edu visits: year-to-year trend

Popular features

Overall Web metrics*

<table>
<thead>
<tr>
<th></th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>TOTALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors</td>
<td>279,280</td>
<td>329,366</td>
<td>413,773</td>
<td>367,100</td>
<td>465,198</td>
<td>503,884</td>
<td>535,594</td>
<td>470,761</td>
<td>493,894</td>
<td>3,858,850</td>
</tr>
<tr>
<td>Visits</td>
<td>605,920</td>
<td>721,233</td>
<td>932,836</td>
<td>829,712</td>
<td>823,961</td>
<td>768,841</td>
<td>827,763</td>
<td>778,401</td>
<td>819,664</td>
<td>7,108,331</td>
</tr>
<tr>
<td>Page views</td>
<td>1,059,107</td>
<td>1,284,523</td>
<td>1,573,499</td>
<td>1,452,800</td>
<td>1,415,401</td>
<td>1,326,543</td>
<td>1,354,656</td>
<td>1,271,103</td>
<td>1,365,256</td>
<td>12,102,888</td>
</tr>
<tr>
<td>Pages per visit</td>
<td>1.75</td>
<td>1.78</td>
<td>1.69</td>
<td>1.75</td>
<td>1.72</td>
<td>1.73</td>
<td>1.64</td>
<td>1.63</td>
<td>1.67</td>
<td>1.71</td>
</tr>
<tr>
<td>Average time</td>
<td>2:19</td>
<td>2:29</td>
<td>2:17</td>
<td>2:19</td>
<td>2:00</td>
<td>1:44</td>
<td>1:45</td>
<td>1:46</td>
<td>1:46</td>
<td>2:02</td>
</tr>
<tr>
<td>New visitors %</td>
<td>38.50%</td>
<td>38.24%</td>
<td>37.20%</td>
<td>36.58%</td>
<td>49.32%</td>
<td>59.73%</td>
<td>59.96%</td>
<td>55.38%</td>
<td>55.27%</td>
<td>47.80%</td>
</tr>
</tbody>
</table>

*Metrics report reflects traffic to pages managed by Public Affairs over the past nine months.
Rice.edu progress: new sites/remodels

TOTALS:
September 2007–March 2010
162 completed

March 2009–March 2010
62 completed

March 2009 – March 2010
Recreation Center site
Jones School newsletter
Recreation Center virtual tour
BRC URL keys
Surls page

BRC site
Virtual Tour update
Map update
Google Search Appliance
Engineering
NSTI site
Nanocar/Art Car site
Student Judicial Affairs
Hurricane Awareness site
Hurricane Awareness e-mail template
BRC additional buildout
Development-based student profiles
Common Reading update
Swine flu updates
Summer school updates
Fight cancer site
President’s page update
Virtual Tour update
Pride site
Duncan College page
Public Affairs
Centennial e-card
Rice storefront
SpaceFest
Rice Magazine, No. 3
Shepherd School of Music
O-Week Gallery
President Leebron’s Twitter page
Virtual Tour update
Rice Board of Trustees
Safety bulletin
Athletics recruitment
Flickr page
Academic Advising
General Announcements
Town Hall meeting
Crisis Management Team blog
Graduate Studies virtual tour
Rice Magazine, No. 4
State of the University update
Faculty page update
Provost search site
Rice–Baylor merger site
Google map virtual tour additions
BRC virtual tour
Recruiting: swimming
President’s holiday card
Sustainability site
Admissions
Shepherd School of Music conference
Jeffrey Kripal
Athletics: Women’s basketball MLK site
School of Social Sciences virtual tour
Town Hall meeting
Athletics recruiting: baseball and tennis
Rice Magazine, No. 5
Campus map update
News and media relations

<table>
<thead>
<tr>
<th>Media</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>January</th>
<th>February</th>
<th>March</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>133</td>
<td>206</td>
<td>134</td>
<td>175</td>
<td>151</td>
<td>182</td>
<td>175</td>
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<tr>
<td>International</td>
<td>175</td>
<td>236</td>
<td>121</td>
<td>265</td>
<td>241</td>
<td>229</td>
<td>216</td>
</tr>
<tr>
<td>Local and state</td>
<td>319</td>
<td>456</td>
<td>366</td>
<td>300</td>
<td>305</td>
<td>288</td>
<td>404</td>
</tr>
<tr>
<td>Broadcast and webcast</td>
<td>374</td>
<td>272</td>
<td>186</td>
<td>117</td>
<td>68</td>
<td>154</td>
<td>300</td>
</tr>
<tr>
<td>Trade publications</td>
<td>263</td>
<td>274</td>
<td>170</td>
<td>189</td>
<td>193</td>
<td>262</td>
<td>315</td>
</tr>
<tr>
<td>Other</td>
<td>734</td>
<td>1,156*</td>
<td>539</td>
<td>1,189**</td>
<td>568</td>
<td>565</td>
<td>665</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>1,998</td>
<td>2,600</td>
<td>1,516</td>
<td>2,235</td>
<td>1,526</td>
<td>1,680</td>
<td>2,075</td>
</tr>
</tbody>
</table>

*The spike in numbers is due to a New York Times/Associated Press article quoting Amy Myers Jaffe that was picked up in nearly 400 media outlets.

**The spike in numbers is due to four major Associated Press stories quoting Ken Medlock, Bob Stein, Amy Myers Jaffe and Michael Lindsay in a total of 1,003 media outlets.

Circulation numbers

- Rice News: 10,607
- Dateline Rice: 10,216
- @Rice: 27,579

January 2007-March 2010: up from 271 to 2,075 (666 percent)
News and media relations

Vocus 101
As Rice University and its faculty and students have become more prominent in the news media, Public Affairs has sought better ways to analyze the impact of that increased coverage. For example, what would it cost to buy an ad in the New York Times to generate the same kind of publicity Rice enjoys from being mentioned in an article in the Times? Or how many readers or viewers are likely to have seen a newspaper story or TV news broadcast in which Rice was mentioned?

Using the services of a company called Vocus, we have been able to answer such questions and monitor mentions of Rice in the media, whether a quote from Douglas Brinkley or a discussion of the Rice Owls baseball team. The Vocus charts in this report provide insight into Rice’s media coverage.

**MARCH:**
- Ad value of print/Web stories: $22,995,482.79
- Audience impressions: 98,329,838
- Ad value of TV stories: $91,570.69
- Estimated Nielsen households: 6,996,534

Total ad value: more than $23,087,053.48
Total number of people reached: more than 105,326,372

Cumulative totals (September–March)
- Total ad value: more than $161,103,953.66*
- Total number of people reached: more than 1,870,820,666

*Due to an error by Vocus, the September–November ad values were understated. December to present coverage shows more accurate ad values.

This chart classifies Rice media coverage by delivery method.

Source: Vocus report
News and media relations

This chart provides the percentage of Rice coverage in states of origination. Shown are the top 10 states.

This chart tracks international coverage. Shown are the top 10 countries.

This chart classifies coverage by the number of times Rice is mentioned in a story under certain circumstances.

**Feature** = Rice mentioned three times within 250 words

**Mention** = Rice mentioned once within 250 words

**Brief** = Rice mentioned once, regardless of length

Source: Vocus report
News and media relations

This chart shows the percentage breakdown of Rice print and broadcast coverage in major media markets, or designated market areas (DMA).

- **National** = Media like USA Today, CNN and Newsweek that have national audiences
- **Other** = All other DMAs outside of those listed
- **None** = Coverage that did not register in a specific DMA

Source: Vocus report
Media highlights

Brad Burke, managing director of the Rice Alliance for Technology and Entrepreneurship, was quoted on Indirect Imaging, a business plan team from Rice, taking top honors at the mai Bangkok Business Challenge® @ Sasin in Thailand and on a survey that revealed that Texas small business owners are more likely to believe they will expand business in the next year.

Daily Nonpareil (Council Bluffs, Iowa)
Desert Entertainer (Palm Desert, Calif.)
Durant Daily Democrat (Okl.)
Easley Progress (S.C.)
Explorer Newspaper (Tucson, Ariz.)
Expositor (Sparta, Tenn.)
Fayette Newspaper (Ga.)
Floyd County Times (Ky.)
Fontana Herald News (Calif.)
Fort Bend Herald and Texas Coaster
Foxboro Reporter (Mass.)
Fuquay-Varina Independent (N.C.)
Garner News (N.C.)
Gazette Newspapers (Calif.)
Georgetown News-Graphic (Ky.)
Glendale News-Press (Calif.)
Grayson County News-Gazette (Ky.)
Greenwood Commonwealth (Miss.)
Harlan Daily Enterprise (Ky.)
Harrison Daily Times (Ark.)
Hartford City News-Times (Ind.)
Henderson Daily News (Texas)
Herald-Palladium (St. Joseph, Mo.)
Highland Community News (Calif.)
Holly Springs Sun (N.C.)
Houston Business Journal
Huron Daily Tribune (Mich.)
Hutto News (Texas)
Indiana Gazette
Inyo Register (Calif.)
Iroquois Times-Republican (Watseka, Ill.)
Jacksonville Business Journal
Jefferson Post (N.C.)
JustNews.com (Fla.)
Katy Times (Texas)
Kaufman Herald (Texas)
KCCI-TV.com (Des Moines, Iowa)
Couriers-Times (Roxboro, N.C.)
Dahlonega Nugget (Ga.)
Colony Courier-Leader (Dallas)
KCRA-TV.com (Sacramento, Calif.)
KCTV-TV.com (Long Beach, Calif.)
Kent County Times (Mich.)
KETV-TV.com (Omaha, Neb.)
KFOX-TV.com (El Paso, Texas)
KHBS-TV.com (Fort Smith, Ark.)
KIRO-TV.com (Seattle)
KITV-TV.com (Honolulu)
KMBC-TV.com (Kansas City, Mo.)
KOAT-TV.com (Albuquerque, N.M.)
KOOC-TV.com (Oklahoma City)
KPHO-TV.com (Phoenix)
KPTV-TV.com (Portland, Ore.)
KRXI-TV.com (Reno, Nev.)
KSAT-TV.com (San Antonio)
KSBW-TV.com (Calif.)
KTU-TV.com (Oakland, Calif.)
KVUU-TV.com (Las Vegas)
KXLY-TV.com (Spokane, Wash.)
LaGrange Daily News (Ga.)
Lake City Reporter (Fla.)
Lake Wales News (Fla.)
Laurel Outlook (Mont.)
Laurinburg Exchange (N.C.)
Lewiston News-Argus (Mont.)
Logan Banner (W.Va.)
Los Angeles Downtown News
Malibu Times (Calif.)
Marin Scope Community Newspaper
Marysville Advocate (Kan.)
Mesquite News (Plano, Texas)
Middlesboro Daily News (Ky.)
Midland Daily News (Mich.)
Monticello Times (Minn.)
Moulton Advertiser (Ala.)
Mount Airy News (N.C.)
Mt. Pleasant News (Iowa)
MyNews4.com (Reno, Nev.)
Nashville Business Journal
News Observer (Blue Ridge, Ga.)
Media highlights

Brad Burke, continued

Pickens Sentinel (S.C.)
Plainview Daily Herald (Texas)
Plano Star Courier
Point Pleasant Register (W.Va.)
Port Lavaca Wave (Texas)
Portage Daily Register (Wis.)
Portsmouth Daily Times (Ohio)
Poteau Daily News (Okla.)
Powdersville Post (S.C.)
Press-Sentinel (Jesup, Ga.)
Queens Ledger (N.Y.)
Richmond County Daily Journal
Robesonian (Lumberton, N.C.)
Sampson Independent (N.C.)
San Francisco Business Times
San Pedro Valley News-Sun
Savannah Morning News (Ga.)
SeasideSignal.com (Ore.)
Sentinel Tribune (Osceola, Iowa)
Southside Messenger (Blackstone, Va.)
Star Community News (Plano, Texas)
Statesman-Examiner (Wash.)
WSOC-TV.com (Charlotte, N.C.)
North Platte Telegraph (Neb.)
Other Paper (Columbus, Ohio)
Paris Express (Ark.)
Daily Gate City (Keokuk, Iowa)

Washington Business Journal
WBAL-TV.com (Baltimore)
WCVB-TV.com (Needham, Mass.)
WDIV-TV.com (Detroit)
Wellsboro Gazette (Pa.)
Wetumpka Herald (Ala.)
WFMZ-TV.com (Pa.)
WFSB-TV.com (Hartford, Conn.)
WFTV-TV.com (Orlando, Fla.)
WGAL-TV.com (York, Pa.)
WGCL-TV.com (Atlanta, Ga.)
WHIO-TV.com (Dayton, Ohio)
WHNS-TV.com (Greenville, S.C.)
WISC-TV.com (Madison, Wis.)
WISN-TV.com (Milwaukee, Wis.)
WJAC-TV.com (Johnstown, Pa.)
WLKY-TV.com (Louisville, Ky.)
WLWT-TV.com (Cincinnati)
WMTW-TV.com (Portland, Maine)
WMUR-TV.com (Manchester, N.H.)
WNEM-TV.com (Mich.)
WPBF-TV.com (West Palm Beach, Fla.)
WPTZ-TV.com (Vt./N.Y.)
Paragould Daily Press (Ark.)
Taylor Daily Press (Texas)
WSB-TV.com (Atlanta)

The Star (Grand Coulee, Wash.)
ThePittsburghChannel.com
Thomaston Times (Ga.)
Tidelandnews.com (N.C.)
Today’s News-Herald (Lake Havasu City, Ariz.)
Topsailvoice.com (N.C.)
Town Crier Newspaper (Wilmington, Mass.)
Tribune (Elkin, N.C.)
Tri-County Times (Fenton, Minn.)
Valley Chronicle (Hemet, Calif.)
Vicksburg Post (Miss.)
Waconia Patriot (Minn.)
WTOV-TV.com (Wheeling, W.V.)
WXII-TV.com (N.C.)
WYFF-TV.com (Greenville, S.C.)
Yadkin Ripple (N.C.)
Yucaipa News-Mirror (Calif.)
Stearns-Morrison Enterprise (Albany, N.Y.)
Stokes News (N.C.)
Stowe Reporter (Vt.)
Sun Newspapers (Eden Prairie, Minn.)
Pawtucket Times (R.I.)

Baker fellow Chris Bronk was quoted on a series of talks held by the U.S. and Mexican governments to coordinate efforts fighting the border drug war, an op-ed he authored on work by the Department of Justice to allow secure sharing of information among police in different jurisdictions, several big companies and government installations in Houston that have reportedly been victims of cyber-espionage, the decision by the Department of Homeland Security to cancel the high-priced “virtual fence” between the U.S. and Mexico, and an op-ed he authored on Google’s decision to stop censoring its Google.cn search portal and shift all its Chinese search traffic to its Hong Kong operation.

Arizona Daily Star
Federal Computer Week
KENS5.com (Texas)
KHOU-TV
KVUE-TV.com (Austin, Texas)
The New Ledger
Wall Street Journal
WFAX.com (Texas)
World Politics Review
Political Science Professor Mark Jones was quoted on the Texas primary elections, the GOP’s national identity crisis, the health care reform summit, immigration reform in the U.S., economic ties between the U.S. and Mexico, increased drug violence in Mexico, the effect of the murder of U.S. consulate employees in Mexico on security and tourism, the warning by frustrated Hispanics to President Barack Obama to make good on his pledge to revamp the immigration system, and work to promote more influential female legislators worldwide.

950KPRC.com
AlertNet.org
Amarillo Globe-News
AmericanChronicle.com
Associated Press
Austin American-Statesman
Bernama.com (Malaysia)
Dallas Morning News
Denton Record-Chronicle
Foreign Policy
Houston Chronicle
Khabrein.info
KHOU-TV
KNAU.com (Flagstaff, Ariz.)
PublicBroadcasting.net/Michigan
KPFT-FM
KRIV-TV
KTMD-TV (Houston)
KTRH.com
KTRK-TV
KUHF-FM
KXLN-TV
La Estrella (Panama City, Fla.)
MaconDaily.com (Ga.)
Midland Reporter-Telegram
New York Times
NewsMag.net
NPR.org
Omega Estereo-FM
ONTDPolitics.com
PublicBroadcasting.net/KUAR/news (Little Rock, Ark.)
PublicBroadcasting.net/WXEL/news (West Palm Beach, Fla.)
Reuters
RPC-TV (Panama City, Fla.)
Sacramento Bee
San Antonio Express-News
Sherman Herald Democrat
Sunny99.com
The Post Chronicle
TVNZ.co.nz (New Zealand)
TXCN.com
USDaily.com
Washington Post
WDEL-AM (Wilmington, Del.)
WHTC.com (Holland, Mich.)
WTAQ.com (Green Bay, Wis.)
WXEL-FM.com (West Palm Beach, Fla.)
Yahoo! Canada
Yahoo! India
Yahoo! News

Associate Director of the Rice Energy Program and Baker fellow Amy Myers Jaffe was quoted on the possible effects of government policies on raising fuel efficiency, an article on an energy industry roundtable discussion in Abu Dhabi, the major expansion in Iraq’s oil output, and the possibility that Houston’s central place in the world’s energy industry could be lost due to the large investments into wind and solar energy and biofuels.

Africa Leader
Albuquerque Express
AlbuquerqueNews.net
AmsterdamNews.net
ArgentinaStar.com
AustinNews.net
AustraliaNews.net
AzerbaijanNews.net
BaltimoreNews.net
BangkokNews.net
BarcelonaNews.net
BeijingNews.net
BomBayNews.net
BritainNews.net
BruneiNews.net
BuenosAiresNews.net
Cambodian Times
Emirates News Agency
Financial Times
HuntingtonNews.net
The National (Abu Dhabi)
Trade Arabia
TradeArabia.com
TurkminestanNews.net
United Press International
UzbekistanNews.net
Zawya.com
Utpal Dholakia, the Mackey/Simons Distinguished Associate Professor of Management, was quoted on his research that showed Facebook and its fan page module can be a useful tool for increasing a company’s sales, research he conducted with Vikas Mittal that showed Toyota owners are unwavering in their support of the automaker despite recent recalls and an article he co-authored with Mittal on business media coverage of the Toyota recalls.

Vice Provost for Information Technology Kamran Khan was quoted on a new high-performance computing initiative unveiled by Rice and IBM.
Vivek Sarkar, the E.D. Butcher Chair in Engineering and professor of computer science, was quoted on a new high-performance computing initiative unveiled by Rice and IBM.

Benzinga.com
BioITWorld.com
BizJournals.com
BroadcastNewsroom.com
Business Journal Serving Greater Milwaukee
Business Review
Campus Technology
CNMoney.com
Digital Producer
DotMed.com
Enterprise Open
EWeek.com
FOXBusiness.com
GenomeWeb.com
HAR.com
Houston Business Journal
Houston Chronicle
HPCWire.com
iStockAnalyst.com
KCAU-TV.com (Sioux City, Iowa)
WHFI-TV.com (Grand Island, N.Y.)
WLBT-TV.com (Jackson, Miss.)
KESQ-TV.com (Lubbock, Texas)
KFLY-TV.com (Lafayette, La.)
KLTV-TV.com (Texas)
KPVI-TV.com (Idaho)
KSCW-TV.com (Kan.)
KSWT-TV.com (Yuma, Ariz.)
KTVN-TV.com (Reno, Nev.)
KTVZ-TV.com (Ore.)
Linux.com
MarketWatch.com
MoneyCentral
Nanowerk
News-Medical.net
Pharmacy Choice
Red Hat
San Francisco Business Times
Softpedia.com
SunHerald.com (Miss.)
SYS-CON.com
Technology Digital
WRCB-TV.com (Jackson, Miss.)
WTOC-TV.com (Savannah, Ga.)
Techpedia.info
TMCNet.com
TradingMarkets.com
WAAY-TV.com (Huntsville, Ala.)
WAOW-TV.com (Wausau, Wis.)
Washington Business Journal
WBOC-TV.com (Md.)
WBRC-TV.com (Birmingham, Ala.)
WBTV-TV.com (Charlotte, N.C.)
WDRB-TV.com (Louisville, Ky.)
WebSphere Journal
WGBA-TV.com (Green Bay, Wis.)
WWST-TV.com (Sarasota, Fla.)
Yahoo! Canada

Assistant Sociology Professor Michael Lindsay was quoted on conservative opposition to a bill that would cap U.S. emissions of greenhouse gases linked to climate change, his research on religion and philanthropy, and a Christian militia group accused of conspiring to kill law enforcement officers.

Austin American-Statesman
EurekAlert!
FirstScience.com
HotIndieNews.com
KGMI.com (Bellingham, Wash.)
Malaysia Star
Manila Bulletin
PhysOrg.com
Post Chronicle
PublicBroadcasting.net/KERA/news (Dallas)
PublicBroadcasting.net/KNAU/news (Flagstaff, Ariz.)
PublicBroadcasting.net/KUAR/news (Little Rock, Ark.)
PublicBroadcasting.net/WAMC/news (Albany, N.Y.)
PublicBroadcasting.net/WBFO/news (Buffalo, N.Y.)
PublicBroadcasting.net/WFCR/news (Amherst, Mass.)
PublicBroadcasting.net/WOUB/news (Athens, Ohio)
PublicBroadcasting.net/WXEL/news (West Palm Beach, Fla.)
R&D Magazine
Reuters
Softpedia.com
U.S. Daily
WHTC.com (Holland, Mich.)
WKZO.com (Kalamazoo, Mich.)
WSAU.com (Wausau, Wis.)
WTAQ.com (Green Bay, Wis.)
Yahoo! Canada News
Yahoo! News
Yahoo! News India
PublicBroadcasting.net/KWMU/news (St. Louis, Mo.)
Media highlights

President David Leebron was quoted on Rice’s plans to increase need-based financial aid; the launch of Rice’s Institute for Urban Research; Rice’s tuition for 2010–11; new Athletics, Recreation and Fitness Director Rick Greenspan; and the James Surls sculptures currently on display at Rice.

Anchorage Daily News  KHOU-TV
Belleville News-Democrat  KRIV-TV
Bradenton Herald  KTRK-TV
CareerCollegeCentral.com  Lexington Herald-Leader
CCWeek.com  MyFoxHouston.com
Centre Daily Times  Myrtle Beach Sun News
Click2Houston.com  River Oaks Examiner
Columbus Ledger-Enquirer  Rock Hill Herald
CultureMap.com  Sacramento Bee
Fort Worth Star-Telegram  San Luis Obispo Tribune
FoxSportsHouston.com  Sports Network
Fresno Bee  The State (S.C.)
Houston Chronicle  Tri-Cities Herald
Kansas City Star

History Professor and Baker fellow Douglas Brinkley was quoted on an op-ed he authored about Tom Hanks, a speech he gave at Middle Tennessee State University, the least-accurate political memoirs ever written, the Weekend With History event he participated in, a review he authored of David Remnick’s “The Bridge: The Life and Rise of Barack Obama” and current events.

AARP Bulletin  Los Angeles Sentinel
Allentown Morning Call (Pa.)  Los Angeles Times
Chicago Tribune  Murfreesboro Post (Tenn.)
Fox Business Network  Newport News Daily Press (Va.)
Hamptons.com  TIME
HNN.us  Washington Post
Vikas Mittal, the J. Hugh Liedtke Professor of Marketing and faculty director of healthcare initiatives, was quoted on research he conducted with Utpal Dholakia that showed Toyota owners are unwavering in their support of the automaker despite recent recalls and an article he co-authored with Dholakia on business media coverage of the Toyota recalls.

Richard Gordon, the W.M. Keck Foundation Professor in Geophysics, was quoted on a 20-year study he conducted that precisely describes the relative movements of the interlocking tectonic plates that account for about 97 percent of Earth’s surface.
Pedro Alvarez, civil and environmental engineering department chair and the George R. Brown Professor of Engineering, was quoted on Texas colleges and universities building environmental practices into curricula, such as Rice’s minor in energy and water sustainability.

39Online.com (Houston)
Amarillo Globe-News
Associated Press
Austin American-Statesman
Bryan/College Station Eagle
Dallas Morning News
El Paso Times
Fort Worth Star-Telegram
Houston Chronicle
Houstonian
KBTX.com (Bryan/College Station, Texas)
KCEN-TV (Waco, Texas)
KLTV.com (Tyler, Texas)
KRHD-TV.com (Bryan/College Station, Texas)
KRISTV.com (Corpus Christi, Texas)
KTRK.com (Houston)
WTAW.com (College Station, Texas)
KVII-TV.com (Amarillo, Texas)
KVUE.com (Austin, Texas)
KVUE-TV (Austin, Texas)
KXXV-TV (Waco, Texas)
KXXV-TV.com (Waco, Texas)
Las Cruces Sun-News (N.M.)
Lubbock Avalanche-Journal
Midland Reporter-Telegram
Orlando Sentinel
Palestine Herald-Press
PublicBroadcasting.net/KERA/news (Dallas)
San Antonio Express-News
Texarkana Gazette
The Oklahoman
ValleyCentral.com
Victoria Advocate

Pulickel Ajayan, the Benjamin M. and Mary Greenwood Anderson Professor of Engineering and professor of mechanical engineering and materials science and of chemistry, was quoted on his research on a way to stitch graphene and hexagonal boron nitride into a two-dimensional quilt that offers new paths of exploration for materials scientists.

Asian News International
Daily India
DNAIndia.com
DuniyaLive.com
EurekAlert!
FirstScience.com
Hindustan Times
IndiaTalkies.com
Innovations Report
LittleAbout.com
Nanowerk
NewKerala.com
NewsTrackIndia.com
OfficialWire.com
OneIndia.in
Photonics.com
R&D Magazine
Red Orbit
Science Daily
Sify.com
SindhToday.net
Softpedia.com
St. Louis Globe-Democrat
Taragana.com
Thaindian.com
TheMoneyTimes
United Press International
WebIndia123.com
ZeeNews.com
Media highlights

Dean of Undergraduates Robin Forman was quoted on new Athletics, Recreation and Fitness Director Rick Greenspan.

Anchorage Daily News
Belleville News-Democrat
Bradenton Herald
Centre Daily Times
Click2Houston.com
Columbus Ledger-Enquirer
Fort Worth Star-Telegram
FoxSportsHouston.com
Fresno Bee
Houston Chronicle
Kansas City Star
KHOU-TV

KTRK-TV
Lexington Herald-Leader
MyFoxHouston.com
Myrtle Beach Sun News
Rock Hill Herald
Sacramento Bee
San Luis Obispo Tribune
Sports Network
The State
Tri-Cities Herald

Rick Greenspan was quoted on his appointment as Rice’s new athletics, recreation and fitness director.

Anchorage Daily News
Belleville News-Democrat
Bradenton Herald
Centre Daily Times
Click2Houston.com
Columbus Ledger-Enquirer
Fort Worth Star-Telegram
FoxSportsHouston.com
Fresno Bee
Houston Chronicle
Kansas City Star
KHOU-TV

KRIV-TV
KTRK-TV
Lexington Herald-Leader
MyFoxHouston.com
Myrtle Beach Sun News
Rock Hill Herald
Sacramento Bee
San Luis Obispo Tribune
Sports Network
The State
Tri-Cities Herald

Bill Glick, Jones School of Business dean and the H.J. Nelson III Professor of Management, was mentioned on the remote ringing of the NYSE Closing Bell by students and faculty of the Jones School — part of a daylong series of activities at Rice, where Texas business leaders gathered to discuss the future of capital markets with Glick and Duncan Niederauer, the CEO of NYSE Euronext.

AmericanChronicle.com
Business News Network (Canada)
CNBC-TV
CultureMap.com
Fox Business Network
Houston Chronicle
iStockAnalyst.com

KETV-TV (Omaha, Neb.)
KHOU-TV
KNTV-TV (San Francisco)
KRIV-TV
WDRB-TV (Louisville, Ky.)
Yahoo! News
Deepak Nagrath, assistant professor in chemical and biomolecular engineering, was quoted on Rice researchers building a biological scaffold that allows cells to grow and mature.

Ahmedabad Mirror  
Asian News International  
Bangalore Mirror  
Buzz7.com  
Daily India  
DNAIndia.com  
Futurity.org  
Hindustan Times (New Delhi)  
IndiaTalkies.com  
LittleAbout.com  
Medical News Today  
MedIndia.net  
Mumbai Mirror  
NetIndia123.com  
NewKerala.com  
NewsTrackIndia.com  
OneIndia.in  
Pune Mirror (India)  
Sify.com  
SindhToday.net  
Softpedia  
Taragana.com  
WebIndia123.com  
Yahoo! India News

Steve Murdock, the Allyn and Gladys Cline Professor of Sociology, was quoted on the backlash against the upcoming census by people who say it asks too many questions and intrudes on their privacy, the importance of the 2010 census, his career and the profound effects on Texas the census is expected to have.

Beaumont Enterprise  
Bellingham Herald (Wash.)  
Cleveland Plain Dealer  
Cypress Times  
Dallas Morning News  
Denton Record-Chronicle  
Everett Herald (Wash.)  
Fort Worth Star-Telegram  
Glen Falls Post-Star (N.Y.)  
iStockAnalyst.com  
KHOU-TV  
Prime Time Newspapers (San Antonio)  
RedPubMagazine.com  
San Antonio Express-News  
Seattle Times  
ShreveportTimes.com (La.)  
Texas Tribune  
TXCN.com (Texas Cable News)  
Victoria Advocate  
WFAA.com (Dallas-Fort Worth, Texas)  
McClatchy Tribune News Service

Michael Emerson, the Allyn and Gladys Cline Professor of Sociology and co-director of the Institute for Urban Research, was quoted on the launch party for Rice’s Institute for Urban Research, a church in the Heights that holds bilingual services and a church in Corpus Christi that gave $1 million in gifts to its congregation during Easter services.

Associated Press  
Bryan-College Station Eagle  
CBS11TV.com (Fort Worth, Texas)  
Corpus Christi Caller-Times  
Houston Chronicle  
KHOU.com  
KTRK.com  
KXAS-TV.com (Dallas)  
NBCDFW.com (Dallas)  
Victoria Advocate  
Washington Post  
WJRT-TV.com (Flint, Mich.)
Physics and Astronomy Associate Professor Tom Killian was quoted on a new laboratory-based technique for growing cell structures in 3-D, which was revealed by researchers at Rice and the Texas Medical Center.

BioTechniques.com
Folha de Sao Paulo (Brazil)
Futurity.org
GizMag.com
St. Louis Globe-Democrat
TechnologyTransferTactics.com

James Tour, the T.T. and W.F. Chao Professor of Chemistry and professor of mechanical engineering and materials science and of computer science, was quoted on his collaborative research with a team from Sunchon National University in Korea, which developed an inexpensive, printable transmitter that can be invisibly embedded in product packaging.

Action4News.com (Harlingen, Texas)
AF-FoodTechnology.com
Ahmedabad Mirror
AP-Foodtechnology.com
Asian News International
Axis of Logic
AZoNano.com
BakeryAndSnacks.com
Bangalore Mirror (India)
Business Review
Buzz7.0.com
CBS Early Morning News
CentralTexasNow.com
Channel2NewsTelevision.com (Tulsa, Okla.)
Chem.Info
Control Engineering Magazine
Daily India
DailyTech.com
DuniyaLive.com
Electronic Component News
EurekAlert!
Examiner.com
FoodProductionDaily.com
Futurity.org
Gaea Times
Genetic Engineering & Biotechnology News
GizMag.com
Gizmodo.com
HardOCP.com
Houston Business Journal
Innovations Report
ITWeb.co.za
KABC-TV (Los Angeles)
KCEN-TV.com (Central Texas)
KMSP-TV.com (Eden Valley, Minn.)
KOCO-TV (Oklahoma City)
KOLO-TV (Reno, Nev.)
KRIV-TV (Houston)
KSAZ-TV.com (Phoenix)
KSLA-TV (Shreveport, La.)
KTRK-TV
KTVU-TV (San Francisco)
KUHF-FM
KUTV-TV (Utah)
KVUE-TV (Austin, Texas)