Census and hip-hop culture
Steve Murdock was quoted 154 times and Stephen Klineberg was quoted 116 times about the 2010 census and Texas’ shifting demographics.

Anthony Pinn appeared 18 times for co-teaching a Rice class on religion and hip-hop culture with Houston rapper Bun B, including on the front page of the Houston Chronicle.

Futurity.org, which showcases top research universities, featured Rice in seven stories in February for a total of 73 placements since June 2009.

**Rice.edu**

**Six million view Rice home page**
The rice.edu home page is attracting an annual average of 6.1 million page views. The home page alone is responsible for 36 percent of the domain’s traffic.

Rice University’s Facebook page has 7,263 fans, and 96 percent of them have remained fans after a year — well above the national average.

For more than two years, Rice’s virtual tour has been the most popular feature on rice.edu. Since August 2008, the tours have combined to generate 336,083 page views. On average, that’s 10,841 page views per month.

The Rice News weekly electronic newsletter had an open rate of 25.8 percent in February, well above the education industry’s average of 15.4 percent.
Creative Services

**Rice and donors honored**
Two resolutions were passed by the Texas State House of Representatives and Senate honoring Rice’s upcoming centennial, and to recognize Rice’s contributions to the state and the world. Creative Services produced an invitation to legislators, staff and alumni to a special reception March 2 at The Austin Club and to the Rice Day ceremonies the next day at the State Capitol.

Members of the Rice Associates and the William Marsh Rice Society, the university’s two largest donor groups, are honored each year at a special dinner to thank them for their generosity, Creative Services designed, edited and printed 1,200 invitations and 500 programs for this year’s event.

Design and editorial work was completed for the Admission Office’s major print communication of the year: Rice 101. The brochure is distributed to potential undergraduate candidates and provides an overview of the Rice experience.

In the community

**Let’s play ball!**
Multicultural Community Relations arranged for HISD Superintendent Terry Grier to throw the first pitch on opening day of the Rice baseball season. Grier’s spot on pitching performance — he is a former high school baseball coach — was followed by a group of 50 students from Atherton Elementary who sang the national anthem a cappella.

In conjunction with the Hispanic Association for Cultural Enrichment at Rice, MCR organized an all-day conference for approximately 30 students from the Tejano Center for Community Concerns. The high school students spent the day at Rice learning about financial aid, the admissions process and student life, and enjoyed a campus tour.

MCR helped promote the essay writing contest sponsored by Rice’s Boniuk Center for the Study and Advancement of Religious Tolerance by organizing an interview with KTSU radio and spreading the word HISD school principals. More than 400 essays were received for the first-time project.
Social media world

Monthly Positive By Channel

Blogs/Other 35%
YouTube 1%
Twitter 51%
Reddit 0%
Digg 1%
Facebook 12%

Website benchmarks
The data below was gathered from 21 sites on which Public Affairs has implemented Google Analytics tracking. For more details, contact Sean Rieger at seanr@rice.edu.

<table>
<thead>
<tr>
<th></th>
<th>June</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>TOTAL*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors</td>
<td>415,113</td>
<td>426,380</td>
<td>569,156</td>
<td>623,115</td>
<td>590,304</td>
<td>616,378</td>
<td>496,717</td>
<td>537,432</td>
<td>500,006</td>
<td>4,774,601</td>
</tr>
<tr>
<td>Visits</td>
<td>635,465</td>
<td>639,295</td>
<td>844,054</td>
<td>925,855</td>
<td>878,560</td>
<td>909,991</td>
<td>715,780</td>
<td>797,477</td>
<td>753,251</td>
<td>7,099,728</td>
</tr>
<tr>
<td>Page views</td>
<td>1,129,562</td>
<td>1,174,806</td>
<td>1,577,801</td>
<td>1,661,488</td>
<td>1,627,542</td>
<td>1,693,225</td>
<td>1,387,620</td>
<td>1,475,482</td>
<td>1,347,852</td>
<td>13,075,378</td>
</tr>
<tr>
<td>Pages per visit</td>
<td>1.78</td>
<td>1.84</td>
<td>1.87</td>
<td>1.79</td>
<td>1.85</td>
<td>1.86</td>
<td>1.94</td>
<td>1.85</td>
<td>1.79</td>
<td>1.84</td>
</tr>
<tr>
<td>Average time</td>
<td>1:41</td>
<td>1:41</td>
<td>1:44</td>
<td>1:32</td>
<td>1:36</td>
<td>1:38</td>
<td>1:44</td>
<td>1:40</td>
<td>1:33</td>
<td>1:38</td>
</tr>
<tr>
<td>New visitors %</td>
<td>60.65%</td>
<td>62.42%</td>
<td>63.62%</td>
<td>63.05%</td>
<td>62.36%</td>
<td>63.13%</td>
<td>64.18%</td>
<td>62.66%</td>
<td>61.29%</td>
<td>62.60%</td>
</tr>
</tbody>
</table>

*Totals reflect the past nine months of measurements.

Rice.edu: year-to-year trend
Popular features

Media hits: trends

February Media Coverage

February 2011 is up 286 percent from February 2007.
Media hits: monthly results

Each month we analyze media activities in many ways: by date, state, country, category, media, medium, type and designated market area. Here are two examples that show the impact of online news sources and the growing trend for more in-depth coverage of Rice.

<table>
<thead>
<tr>
<th>Media</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>January</th>
<th>February</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>233</td>
<td>213</td>
<td>107</td>
<td>124</td>
<td>84</td>
<td>135</td>
<td>121</td>
</tr>
<tr>
<td>International</td>
<td>553</td>
<td>295</td>
<td>138</td>
<td>195</td>
<td>121</td>
<td>322</td>
<td>242</td>
</tr>
<tr>
<td>Local and state</td>
<td>381</td>
<td>348</td>
<td>333</td>
<td>307</td>
<td>251</td>
<td>288</td>
<td>380</td>
</tr>
<tr>
<td>Trade publications</td>
<td>131</td>
<td>147</td>
<td>125</td>
<td>94</td>
<td>61</td>
<td>71</td>
<td>97</td>
</tr>
<tr>
<td>Other U.S. coverage</td>
<td>1,666</td>
<td>1,765</td>
<td>600</td>
<td>449</td>
<td>456</td>
<td>1,183</td>
<td>817</td>
</tr>
<tr>
<td>TOTAL</td>
<td>2,964</td>
<td>2,768</td>
<td>1,303</td>
<td>1,169</td>
<td>973</td>
<td>1,999</td>
<td>1,657</td>
</tr>
</tbody>
</table>

News by Medium

Online continues to be the most important source of news about Rice, with about 77.5 percent of hits coming from that medium.

News by Subject

General news about Rice dominates the coverage, but stories about the Owls Athletics program remains strong.

*Jones School was picked up in two searches due to their official name change.*
Star faculty media coverage

Steve Murdock — 154
Stephen Klineberg — 116
Amy Myers Jaffe — 70
John McDevitt — 34
Utpal Dholakia — 21
Douglas Brinkley — 20

Anthony Pinn — 18
Christy Landes — 17
Mark Jones — 16
Jennifer West — 16
Edward Djerejian — 13
Ashley Leeds — 12

Rachel Kimbro — 11
Dan Wallach — 11
Michael Emerson — 9
Susanne Mentzer — 7
James Tour — 7

Ad value and impressions

**FEBRUARY**
Ad value of print/Web stories: $40,904,676.70
Audience impressions*: 36,283,820,575

Ad value of TV stories: $444,710.04
Estimated Nielsen households: 6,190,400

Total ad value: more than $41,125,587.29
Total impressions: more than 59,194,587,658

**Cumulative total**
(September 2009–February 2011)
Total ad value: more than $579,606,747.42
Total impressions: more than 116,571,785,656

*An impression is a human contact.