Who knew

News and Media

• A photo and caption above the fold on the front of the Houston Chronicle’s City & State section reported that Rice ranked No. 1 nationally for “best quality of life” in the newly released 2010 edition of the Princeton Review’s popular guide book “The Best 371 Colleges.”
  • Rice President David Leebron is interviewed by KTRH-AM on the survey: http://media.rice.edu/images/media/Dateline/2009-07-29-LeebronKTRH.mp3.

• A Houston Chronicle editorial also celebrated Rice’s ranking and commentary praised President David Leebron’s role in nurturing Rice’s connections to Houston.

• Rice University was awarded $11.1 million by the National Institute of Standards and Technology (NIST) for the Brockman Hall for Physics, a new research facility. Rice is one of only four institutions to receive the NIST award. Public Affairs worked closely with the Rice team that developed this proposal to:
  • Facilitate communication between Rice and NIST during the application phase.
  • Generate letters in support of the Rice proposal from the Texas congressional delegation.
  • Launch a media relations campaign.

Multicultural Community Relations

• MCR’s new Houston scholarship Web page provides one-stop shopping and has generated more than 1,700 page views since June. Numerous internal and external constituents say they are pleased with the unique resource for college-bound, particularly under-served students.
• Rice.edu had more than 2 million visits over the summer, up 8 percent from the previous summer. New visitors accounted for 59.1 percent of the total traffic, up from less than 50 percent in 2008.

• The “Who Knew?” campaign continues to be one of Rice.edu’s most popular features, with 2,253.4 monthly page views in 2009. It introduces first-time visitors to Rice’s achievements and groundbreaking research: 76.1 percent of all visitors are new.

• As of August 2009, 68 percent of Rice’s Facebook page fans were below the age of 35. Public Affairs uses the page to promote Rice to prospective students and also to encourage young alumni to donate to the Centennial campaign.

Creative Services

• Creative services has launched phase two of Online Classnotes, the online supplement to Owlmanac magazine’s alumni news and classnotes. Phase two provided the following upgrades:
  • Expanded the Web site for use by graduate school alumni.
  • Provided the capability to add up to four photos to each classnote.
  • Added an “In Memoriam” note type.

• A new online store featuring Rice-branded merchandise went live at www.rice.edu/brandedgear.
  • The Web site offers internal purchasers properly branded, high-quality products at reasonable prices.
  • The items, which range from Athenian owl pins to embroidered polo shirts, are ideal for conferences, seminars or on-campus groups.
**Rice.edu visits: year-to-year trend***

![Bar chart showing Rice.edu visits trends from November 2008 to July 2009.](image)

**Popular features***

- Release: Nanotube video
- Release: Global warming
- Virtual Tour
- Rice mourns Weeks brothers
- "Best quality of life"
- Centennial Campaign
- NASA series
- Centennial E-Card
- Who Knew?
- Great Colleges to Work For

**Overall Web metrics***

<table>
<thead>
<tr>
<th></th>
<th>November</th>
<th>December</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>TOTALS</th>
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<tbody>
<tr>
<td>Visitors</td>
<td>465,198</td>
<td>503,884</td>
<td>512,915</td>
<td>470,761</td>
<td>493,894</td>
<td>467,465</td>
<td>402,263</td>
<td>385,435</td>
<td>446,120</td>
<td>4,147,935</td>
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<tr>
<td>Visits</td>
<td>823,961</td>
<td>768,841</td>
<td>827,763</td>
<td>778,401</td>
<td>819,664</td>
<td>784,216</td>
<td>625,242</td>
<td>628,110</td>
<td>686,527</td>
<td>6,742,725</td>
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<tr>
<td>Page views</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>1,257,531</td>
<td>1,036,471</td>
<td>1,050,532</td>
<td>1,165,022</td>
<td>11,242,515</td>
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<tr>
<td>Pages per visit</td>
<td>1.72</td>
<td>1.73</td>
<td>1.64</td>
<td>1.63</td>
<td>1.67</td>
<td>1.6</td>
<td>1.66</td>
<td>1.67</td>
<td>1.70</td>
<td>1.67</td>
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<tr>
<td>Average time</td>
<td>2:00</td>
<td>1:44</td>
<td>1:45</td>
<td>1:46</td>
<td>1:46</td>
<td>1:46</td>
<td>1:46</td>
<td>1:51</td>
<td>1:44</td>
<td>1:47</td>
</tr>
<tr>
<td>New visitors %</td>
<td>49.32%</td>
<td>59.73%</td>
<td>56.96%</td>
<td>55.38%</td>
<td>55.27%</td>
<td>54.42%</td>
<td>59.03%</td>
<td>56.36%</td>
<td>60.46%</td>
<td>56.33%</td>
</tr>
</tbody>
</table>

*Metrics report reflects traffic to pages managed by Public Affairs over the past nine months.*
January–July 2009

Dean of Undergraduates
Budget cut FAQ and submission
Student Wordpress blog
Year in review slideshow
Bayou Bucket slideshow
Finance home page
MLK Day site and slideshow
OIR relaunch
HIPPO feedback site
Budget feedback site
Faculty Senate revamp
Presidential puppy poll
Provost site remodel
Brand standards update
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
News and media relations

<table>
<thead>
<tr>
<th>Media</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>132</td>
<td>96</td>
<td>164</td>
<td>146</td>
<td>89</td>
<td>157</td>
<td>163</td>
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<tr>
<td>International</td>
<td>159</td>
<td>195</td>
<td>266</td>
<td>131</td>
<td>55</td>
<td>145</td>
<td>223</td>
</tr>
<tr>
<td>Local and state</td>
<td>219</td>
<td>268</td>
<td>315</td>
<td>258</td>
<td>165</td>
<td>231</td>
<td>151</td>
</tr>
<tr>
<td>Broadcast and webcast</td>
<td>105</td>
<td>89</td>
<td>174</td>
<td>80</td>
<td>100</td>
<td>72</td>
<td>86</td>
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<tr>
<td>Trade publications</td>
<td>121</td>
<td>244</td>
<td>364</td>
<td>291</td>
<td>129</td>
<td>202</td>
<td>191</td>
</tr>
<tr>
<td>Other</td>
<td>292</td>
<td>276</td>
<td>563</td>
<td>491</td>
<td>279</td>
<td>511</td>
<td>628</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1,028</strong></td>
<td><strong>1,168</strong></td>
<td><strong>1,864</strong></td>
<td><strong>1,397</strong></td>
<td><strong>817</strong></td>
<td><strong>1,318</strong></td>
<td><strong>1,442</strong></td>
</tr>
</tbody>
</table>

Media Hits

Circulation numbers
- Rice News: 10,027
- Dateline Rice: 8,974
- @Rice: 24,670

January 2007-July 2009: up from 241 to 1,442 (498 percent)
Media highlights

Political Science Professor Mark Jones was quoted on the political crisis in Honduras, the social conflict following the Argentinean midterm elections, the possibility that Liz Cheney may run for public office and the health care reform bill under debate in Congress. Jones also was quoted in three articles written in Spanish, Chinese and German.

1010Wins.com
1380WAOK.com
13ActionNews.com
3News.co.nz
570News.com
660News.com
710KNUS.com
8KPAX.com
ABC3340.com
ABCNews9.com
AlaskaJournal.com
AlJazeera.net
Anchorage Daily News
AOL.com
Associated Press
BayNews9.com
BelleNews-Democrat
Boston Globe
Brainerd Dispatch
Breitbart.com
CanadaEast.com
CBC.ca
CBSNews.com
Charleston Daily Mail
Chicago Tribune
CJBK.com
CJFW.ca
Cleveland Plain Dealer
Connecticut Day
CubaenCuentro.com
Daily Ardmoreite
DailyComet.com
Danbury News-Times
Durango Herald
Durham Herald Sun
Earthlink.com
Ecumenical News International
Elizabeth City Daily Advance
eTaiwanNews.com
Examiner.com
FederalNewsRadio.com
Florence Times Daily
MontanasNewsStation.com
MyLot.com
Houma Today
Houston Chronicle
HuffingtonPost.com
Idaho Statesman
IslandPacket.com
Japan Today
KAIT8.com
KCAUtv.com
KESQ.com
KJCT.com
KLKY.com
KLKNtv.com
KLTv.com
KNDQ.com
KOB.com
KOLD.com
KotaTownNews.com
K Pax.com
KPSI-AM
KPVi.com
KRDO.com
KRISTV.com
KSBY.com
KSL.com
KSWO.com
KTEN.com
KTLA.com
KTNV.com
KTRC.com
KTRH-AM
KTUU.com
KVz.com
KVbc NBC-3.com
KVia.com
KWQC.com
KWWL.com
KKXL-Tv
KXXV.com
Lake Wylie Pilot
Las Vegas Sun
Lethbridge Herald
Lex18.com
Minneapolis Star-Tribune
Modesto Bee
MyMotherLode.com
MyNorthwest.com
MySinchew.com
NBC26.com
NBC29.com
New York Times
News1130.com
NewsChannel10.com
NewsChannel13.com
NewsChannel25.com
NewsChannel5.com
Newser.com
NewsMax.com
NewsTalk 93 FM
(Kingston, Jamaica)
Omaha World-Herald
Philadelphia Inquirer
Raleigh News & Observer
RealClearWorld.com
Sacramento Bee
Salon.com
San Diego Union-Tribune
San Francisco Chronicle
San Francisco Examiner
San Luis Obispo Tribune
Sarasota Herald-Tribune
Saudi Gazette
Shawnee News-Star
Sify.com
Silicon Valley Mercury News
Southern Ledger
SuddenLink.net
Tampa Bay Times
The Guardian
The Oklahoman
The Olympian
Forbes.com
Fort Mill Times
Fort Wayne Journal Gazette
Fox12 Idaho.com
Fox41WDRB.com
Fresno Bee
Gath
GoUpState.com
The State
TheCabin.net
TheLedger.com
TimesDaily.com
Tri-City Herald
Tuscaloosa News
USA Today
WAFB.com
WALB News 10.com
WANDtv.com
WAYO.com
Washington Post
Waterloo Region Record
WCAAX.com
WHBF.com
WHDH.com
WIBC.com
WIBW.com
WISTV.com
WJLA.com
WKBT.com
WLBT.com
WLNS.com
WLOX.com
WOI ABC-5.com
WTMV.com
WTOCTV.com
WTOP.com
WTVM.com
WWECT.com
WXOW.com
Yahoo! Malaysia News
Yahoo! News
York Enquirer-Herald
Lexington Herald-Leader
Macon.com
Merced Sun-Star
Miami Herald
Jim Tour, the T.T. and W.F. Chao Professor of Chemistry, professor of mechanical engineering and materials science, and professor of computer science, was quoted on his work to create educational video games, his research to create smaller and more powerful microprocessors, and his research to use nanotechnology to increase oil production. Tour also was quoted in two articles written in Polish and Portuguese.
History Professor and Baker Fellow Douglas Brinkley was quoted on the possible display at the George W. Bush Presidential Center of the gun found with Saddam Hussein during his capture; the restoration of video recordings of the Apollo 11 moon landing; the 40th anniversary of the moon landing; the late Walter Cronkite; Ben Mezrich’s book “The Accidental Billionaires: The Founding of Facebook: A Tale of Sex, Money, Genius and Betrayal”; President Barack Obama’s policies six months into his first term; Brinkley’s book “The Wilderness Warrior: Theodore Roosevelt and the Crusade for America”; and the death of his faculty assistant, Stone Weeks, and Baker Institute summer research intern Holt Weeks. Brinkley also was quoted in three Dutch articles.
Phil Bedient, the Herman Brown Professor of Engineering, was quoted on the possibility of the construction of a 55-mile barrier along the Texas Gulf Coast.

Distinguished Faculty Fellow in Chemistry Bob Hauge was quoted on his research to create bundles of single-walled carbon nanotubes. He also was mentioned in one German article on the same subject.
Biochemistry and Cell Biology Associate Professor James McNew was quoted on his research into the biological function of the little-understood protein, atlastin, and on Rice’s BioScience Research Collaborative.

Asian News International
Bright Surf
BritainNews.net
Cambodian Times
Daily India
DuniyaLive.com
FreshNews.in
Innovations Report
LittleAbout.com
MediLexicon
Memorial Examiner
NewsTrackIndia.com
Red Orbit
Science Centric
Science Daily
SindhToday.net
SmashHits.com
Softpedia.com
Taragana.com
Thaindian.com
TopNews.in
West University Examiner
Yahoo India News

President David Leebron was quoted on: serving on the independent India–U.S. task force exploring the international aspects of “flow” obligations for carbon emissions, Texas Children’s Hospital leasing space in Rice’s new BioScience Research Collaborative and Rice being ranked No. 1 nationally for “best quality of life” in the newly released 2010 edition of the Princeton Review’s popular guide book “The Best 371 Colleges.”
Political Science Assistant Professor Regina Branton was quoted on her recent study that found that California newspapers located closer to the border of Mexico routinely provide a more negative slant on immigration.

| Asian News International | Red Orbit |
| Bright Surf | Science Centric |
| BritainNews.net | Science Daily |
| Cambodian Times | SindhToday.net |
| Daily India | SmashHits.com |
| DuniyaLive.com | Softpedia.com |
| FreshNews.in | Taragana.com |
| Innovations Report | Thaindian.com |
| LittleAbout.com | TopNews.in |
| MediLexicon | West University Examiner |
| Memorial Examiner | Yahoo India News |
| NewsTrackIndia.com | |

Lynda Crist, editor of “The Papers of Jefferson Davis,” was quoted on a project to transcribe the personal correspondence of Confederate President Jefferson Davis.
Media highlights

Earth Science Professor Gerald Dickens was quoted on how elevated carbon dioxide levels can create hydrogen sulfide and on his research suggesting that scientists’ best predictions about global warming may be incorrect. Dickens also was quoted in six articles written in Czech, German, Italian, Russian and Portuguese.

<table>
<thead>
<tr>
<th>Media Source</th>
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<tbody>
<tr>
<td>7th Space</td>
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<tr>
<td>Alternet.org</td>
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<td>AndhraNews.net</td>
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<td>Asian News International</td>
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<td>Business World</td>
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<td>Canada Free Press</td>
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<td>ClimateDepot.com</td>
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<td>CountOn2Extras.com</td>
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<td>Daily India</td>
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<td>Daily Tech</td>
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<td>Dakota Voice</td>
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<td>Dallas Morning News</td>
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<td>Duniyalive.com</td>
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<tr>
<td>Environmental Research Web</td>
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<td>Family Security Matters Magazine</td>
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<td>First Science</td>
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<td>FreeRepublic.com</td>
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<td>FreshNews.in</td>
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<tr>
<td>Gates of Vienna</td>
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<td>Geek.com</td>
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<td>Green Car Congress News</td>
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<td>Grist</td>
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<td>Honolulu Star-Bulletin</td>
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<td>ImpactLab.com</td>
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<td>Indo-Asian News Service</td>
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<td>ItsGettingHotInHere.org</td>
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<td>KNEB.com</td>
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<td>KRVN.com</td>
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<td>KDICAM.com</td>
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<td>Laboratory News</td>
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<td>LittleAbout.com</td>
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<td>Net India 123</td>
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<td>NewsGuide.us</td>
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<td>NewsMax.com</td>
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<td>PeakOil.com</td>
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<td>RedTram.com</td>
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<td>Reuters</td>
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<td>RightPundits.com</td>
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<td>RightSideNews.com</td>
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<tr>
<td>ScienceAGoGo.com</td>
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<tr>
<td>SindhToday.net</td>
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<tr>
<td>SmashHits.com</td>
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<tr>
<td>Staten Island Advance</td>
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<tr>
<td>Sulekha.co</td>
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<td>TBR.cc</td>
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<td>TGDaily.com</td>
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<tr>
<td>“The Glenn Beck Program”</td>
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<tr>
<td>TheLand.FarmOnline.com.au</td>
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<tr>
<td>USA Today</td>
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<tr>
<td>Whoar.co.nz</td>
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<td>Yahoo! News</td>
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<td>YubaNet.com</td>
</tr>
</tbody>
</table>

The following were quoted in six or more media outlets:

**David Bailiff**

**Chris Bronk**

**Amy Dunham**

**Vivian Ho**

**Eugene Levy**