Who knew

News and Media

- The results of Professor Stephen Klineberg’s 2010 Houston Area Survey made front-page news in the Houston Chronicle. The AARP Bulletin — one of the highest-circulation magazines in the country — quoted Klineberg.
- Total ad value of Rice’s media coverage reached a year-to-date high of $23.9 million due to extensive national and international coverage.
- As the Deepwater Horizon disaster and resulting oil spill made local, national and international headlines in April, Rice experts Ken Medlock, Amy Myers Jaffe, Walter Chapman and Satish Nagarajiah were quoted in more than 50 stories in the New York Times, ABCNews.com, National Geographic, Financial Times, Bloomberg.com, the Houston Chronicle and many others.

Creative Services

- Creative Services provided design and editorial work for the 62-page James A. Baker III commemorative book for Baker’s 80th birthday celebration and Baker Institute fundraiser April 24. More than 500 people attended the event, which raised more than $2 million.
- The Rice Owls 2010–2011 Fan Guide was completed and 4,000 guides will be distributed to donors as well as students, alumni and visitors.

Rice.edu

- Since Public Affairs began tracking Rice in the social media world in March 2010, the university has been mentioned more than 5,000 times on networks such as Facebook and Twitter. Ninety-nine percent of the posts have been positive.
  - By factoring in the average number of friends or followers that each social media user reaches with a single post, Rice has generated 261,375 positive impressions.
  - Twitter has been the most popular forum with 2,227 Rice tweets in the past two months.
Who knew

University Relations

• In addition to being named one of Time magazine’s 100 people who changed the world, Houston Mayor Annise Parker ’78 is also a serious Rice Owls baseball fan. Her Honor was invited to throw out a ceremonial first pitch at Reckling Park April 2.

• Rice’s BioScience Research Collaborative hosted the 85th annual meeting of the American Association for the Advancement of Science’s Southwestern and Rocky Mountain (SWARM) division April 8–10, which brought nearly 400 top researchers to the facility. SWARM has proposed bringing the conference back to Rice in 2013.

• This April, the Welcome Center assisted 1,855 visitors — an 18 percent increase from the same period a year ago. The year-to-date total of 5,705 served is nearly 28 percent ahead of last year’s pace.

Multicultural Community Relations

• For the second year, Rice at Large won an award from the Council for Advancement and Support of Education District IV. The quarterly newsletter showcases Rice’s varied community outreach and engagement programs and is sent to more than 2,000 educators and community and political leaders in Houston.

• MCR supported a three-day Consortium for North American Higher Education Collaboration conference.

• To date, MCR has engaged more than 2,000 students in discussions about their college career paths and provided more than 4,500 Houston residents with scholarship information through its new scholarship information Web site.
Social media exposure

Monthly Positive by Channel

Total estimated impressions
March–April 2010
**Rice.edu visits: year-to-year trend**

*Public Affairs began measuring home page visits in September 2007.*

**Overall Web metrics***

<table>
<thead>
<tr>
<th></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>April</th>
<th>TOTALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors</td>
<td>530,213</td>
<td>552,370</td>
<td>568,093</td>
<td>555,475</td>
<td>503,896</td>
<td>535,594</td>
<td>492,384</td>
<td>562,490</td>
<td>537,651</td>
<td>4,838,166</td>
</tr>
<tr>
<td>Visits</td>
<td>818,947</td>
<td>877,853</td>
<td>887,488</td>
<td>845,038</td>
<td>741,826</td>
<td>797,718</td>
<td>740,136</td>
<td>829,533</td>
<td>800,879</td>
<td>7,339,418</td>
</tr>
<tr>
<td>Page views</td>
<td>1,410,510</td>
<td>1,467,012</td>
<td>1,554,197</td>
<td>1,577,434</td>
<td>1,404,249</td>
<td>1,449,634</td>
<td>1,281,640</td>
<td>1,452,652</td>
<td>1,413,633</td>
<td>13,010,961</td>
</tr>
<tr>
<td>Pages per visit</td>
<td>1.72</td>
<td>1.67</td>
<td>1.75</td>
<td>1.87</td>
<td>1.89</td>
<td>1.82</td>
<td>1.73</td>
<td>1.75</td>
<td>1.77</td>
<td>1.77</td>
</tr>
<tr>
<td>Average time</td>
<td>1:46</td>
<td>1:40</td>
<td>1:41</td>
<td>1:49</td>
<td>1:49</td>
<td>1:44</td>
<td>1:37</td>
<td>1:36</td>
<td>1:39</td>
<td>1:42</td>
</tr>
<tr>
<td>New visitors %</td>
<td>60.30%</td>
<td>58.16%</td>
<td>59.10%</td>
<td>60.59%</td>
<td>62.29%</td>
<td>62.19%</td>
<td>61.70%</td>
<td>63.25%</td>
<td>62.61%</td>
<td>61.13%</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

- 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
- Admissions
- Athletics recruitment
- Swimming
- President’s holiday card
- Sustainability site
- General Announcements
- 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
- BRC virtual tour
- Recruiting: swimming
- Crisis Management Team blog
- Site search
- Admissions
- Athletics: Men’s baseball
- Athletics: Women’s volleyball
- Athletics: Men’s basketball
- Athletics: Women’s tennis
- Athletics: Men’s tennis
- Athletics: Women’s softball
- Athletics: Men’s volleyball
- Athletics: Men’s soccer
- Athletics: Women’s soccer
- Athletics: Men’s indoor track
- Athletics: Women’s indoor track
- Athletics: Men’s outdoor track
- Athletics: Women’s outdoor track
- Athletics: Men’s wrestling
- Athletics: Women’s wrestling
- Athletics: Men’s cross country
- Athletics: Women’s cross country
- Athletics: Men’s gymnastics
- Athletics: Women’s gymnastics
- Athletics: Men’s swimming
- Athletics: Women’s swimming
- Athletics: Men’s indoor track
- Athletics: Women’s indoor track
- Athletics: Men’s outdoor track
- Athletics: Women’s outdoor track
- Athletics: Men’s wrestling
- Athletics: Women’s wrestling
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- Athletics: Women’s gymnastics
- Athletics: Men’s swimming
- Athletics: Women’s swimming
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.

<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>
<th>April</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>
<td>124</td>
</tr>
<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>
<td>278</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>
<td>218</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>
<td>77</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>
<td>164</td>
</tr>
<tr>
<td>Other</td>
<td>734</td>
<td>1,156*</td>
<td>539</td>
<td>1,169**</td>
<td>568</td>
<td>565</td>
<td>665</td>
<td>383</td>
</tr>
<tr>
<td>TOTAL</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>
<td>1,244</td>
</tr>
</tbody>
</table>

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**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: 10,580
- Dateline Rice: 10,155
- @Rice: 27,638

January 2007-April 2010: up from 271 to 1,244 (359 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.

**APRIL:**

- Ad value of print/Web stories: $23,818,948
- Audience impressions: 90,917,409
- Ad value of TV stories: $108,338
- Estimated Nielsen households: 8,698,230

Total ad value: more than $23,927,286
Total number of people reached: more than 99,615,639

**Cumulative totals (September–April)**

- Total ad value: more than $185,031,239.66*
- Total number of people reached: more than 1,970,436,305

*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
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
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
Economics lecturer and Baker fellow Ken Medlock was quoted on President Barack Obama’s proposal to open more of America’s coastline to oil and natural-gas drilling, the causes and effects of rising oil prices, the destruction of the oil rig Deepwater Horizon and efforts to contain the oil spill.

John McDevitt, the Brown-Wiess Professor of Chemistry and Bioengineering, was quoted on a new kind of diagnostic tool to quickly diagnose heart attacks; a National Institutes of Health grant given to Rice’s BioScience Research Collaborative to develop a fast, affordable test for oral cancer; and a study showing that a high-tech test using nano-biochips developed by Rice researchers is effective at detecting oral cancer.
Sociology Professor Stephen Klineberg was quoted on the results of the 2010 Houston Area Survey and the fact that Houston seems ready for more thoughtful development.

Political Science Professor Mark Jones was quoted on electoral reform and the representation of women in Panama, possible immigration reform in the U.S., the controversy surrounding the recent Arizona immigration bill and the possible economic impact resulting from it.

Associate Director of the Rice Energy Program and Baker fellow Amy Myers Jaffe was quoted on President Barack Obama’s energy policies, a visit to Houston by Norwegian energy company Statoil and the meeting of senior U.S. officials with BP’s top leadership to discuss the response to the growing crisis from the oil well leak in the Gulf of Mexico.
Media highlights

History Professor and Baker fellow Douglas Brinkley was quoted on a lecture he gave at Middle Tennessee State University, the controversy over Virginia Gov. Bob McDonnell’s declaration of Confederate History Month, Michelle Obama’s decision to take on the food and drink industries in a quest to end childhood obesity, President Barack Obama’s $5.5 million income in his first year in office, the HBO miniseries “The Pacific,” an article he authored on the Boston Tea Party, and a discussion of his work and professional life.

AmericanHeritage.com
Bloomberg.com
BusinessMirror.com.ph
BusinessWeek
CNN
C-SPAN
Helsingin Sanomat (Finland)
Los Angeles Times
Murfreesboro Daily News Journal
Riverside Press-Enterprise (Calif.)
San Francisco Chronicle
The Business Standard (India)
The Tennessean
Toronto Star
Worcester Telegram & Gazette (Mass.)

The following were quoted in six or more media outlets:

Rui-Rui Du
Elaine Howard Ecklund
Michael Emerson
David Leebron
Steven Lewis

Michael Lindsay
George McLendon
Dale Sawyer
Bob Stein
James Tour