Who knew

News and Media

- Year to date, Rice has had 22 front-page appearances.
- Year to date, Rice has been mentioned in 1,139 national media outlets.
- A report on Rice’s new green residential colleges was broadcast in Houston and more than 25 TV stations nationwide.

Rice.edu

- The Shepherd School of Music’s redesigned Web site was launched in August. Traffic has doubled and averages more than 400 daily visits.
- Rice.edu provided in-depth coverage of O-Week with 14 feature stories that generated 32,067 page views. The O-Week photo gallery was the site’s most popular feature of the month with 6,704 page views.
- More than 57 percent of all visitors to Rice.edu are new to the site.
- As of August 2009, 68 percent of Rice’s 3,700 Facebook page fans were below the age of 35.
- The virtual tour remains Rice.edu’s most popular feature with more than 80,000 page views since its launch in July 2008.  
  http://www.rice.edu/virtualtours/

Multicultural Community Relations

- MCR assisted the Hispanic Association for Cultural Enrichment at Rice and the Black Student Association in hosting more than 150 freshmen, family members and Rice faculty members during O-Week.
University Relations

• Serving two different V2C objectives in a single event, University Relations combined community engagement and internationalization in the first-ever Houston staging of an art form popular in its home country but rarely seen in the United States: Javanese shadow puppet theater.

  Master puppeteer Ki Purbo Asmoro wowed an audience of more than 600 on Aug. 30 with a virtuoso performance of “The Grand Offering of the Kings,” a play derived from a traditional Indian epic. University Relations partnered with the Asia Society Texas Center and the Consulate General of the Republic of Indonesia to host the free event in Stude Concert Hall. Welcoming remarks were provided by Asia Society board member and Rice University Representative Y. Ping Sun.

Creative Services

• Using images by Tommy LaVergne and Jeff Fitlow, Creative Services fashioned the Faces of Rice banners that can be seen on light poles across campus. The banners, which feature faculty, staff, students and alumni, provide a personal and unconventional reminder of why Rice is great.

• In order to promote the ever-popular President’s Lecture Series, Creative Services wrote and designed a brochure, postcards, posters and Web site with information about the three lectures.

• Creative Services publicized Rice’s updated bicycle safety guidelines in the Bike Rice brochure, postcards and posters and a “Who Knew?” ad. The products were distributed to both new and returning students at the beginning of the academic year.
Rice.edu visits: year-to-year trend*

![Graph showing Rice.edu visits year-to-year trend](image)

Popular features*

![Bar chart showing popular features](image)

Overall Web metrics*

<table>
<thead>
<tr>
<th></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>August</th>
<th>TOTALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors</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>530,213</td>
<td>4,212,950</td>
</tr>
<tr>
<td>Visits</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>818,947</td>
<td>6,737,711</td>
</tr>
<tr>
<td>Page views</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>1,410,510</td>
<td>11,237,624</td>
</tr>
<tr>
<td>Pages per visit</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>1.72</td>
<td>1.67</td>
</tr>
<tr>
<td>Average time</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>1:46</td>
<td>1:46</td>
</tr>
<tr>
<td>New visitors %</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>60.30%</td>
<td>57.55%</td>
</tr>
</tbody>
</table>

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

January–August 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
- Shepherd School of Music
- O-Week Gallery
- President Leebron’s Twitter page
- Virtual Tour update
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>
<th>August</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>
<td>192</td>
</tr>
<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>
<td>184</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>
<td>215</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>
<td>113</td>
</tr>
<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>
<td>186</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>
<td>766</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>
<td><strong>1,656</strong></td>
</tr>
</tbody>
</table>

Media Hits

January 2007-August 2009: up from **241** to **1,656** (587 percent)

Circulation numbers

- Rice News: **10,745**
- Dateline Rice: **9,689**
- @Rice: **24,670**
History Professor and Baker Fellow Douglas Brinkley was quoted on his book “The Wilderness Warrior: Theodore Roosevelt and the Crusade for America,” the legacy of former President Theodore Roosevelt, the late brothers Stone and Holt Weeks, the late Eunice Kennedy Shriver, President Barack Obama’s vacation and the legacy of the late Sen. Ted Kennedy.
Denise Chen, assistant professor of psychology, was quoted on her research on the perceptual rivalry in the olfactory system. Chen’s research also was featured in 20 foreign language articles.
Neal Lane, the Malcolm Gillis University Professor, professor of physics and astronomy, and Baker fellow, was quoted on the cost of the Large Hadron Collider.

NBC26.com (Green Bay, Wis.)
OneNewsNow.com
Philly.com
Press of Atlantic City
Product Design & Development
Raleigh News & Observer
San Francisco Chronicle
Santa Cruz Sentinel
Santa Fe New Mexican
Scientific Computing
Seattle Times
Sify (India)
Silicon Valley Mercury News
Sina.com
St. Augustine Record (Florida)
Taipei Times
The Day
The Guardian
The Himalayan
Times and Democrat (South Carolina)
Times-News (Twin Falls, Idaho)
U.S. News & World Report
Utah Valley Daily Herald
WABC.com (New York)
Washington Post
Wenatchee World
WHBF.com (Illinois, Iowa)
WHDH.com (Boston)
WJLA.com (Washington, D.C.)
WOI-TV (Des Moines, Iowa)
WQQW.com (Eau Claire, Wis.)
WTOP.com (Washington, D.C.)
Yahoo! News
CTV.ca
CW56.com (Boston)
Economic Times of India
Electronic Component News
Examiner.com
Fox12Idaho.com (Boise, Idaho)
Fresno Bee
Goldsea.com
GulfNews.com
Houston Chronicle
Jakarta Post
KAIT8.com (Jonesboro, Ark.)
KATC.com (Louisiana)
KCBY.com (Coos Bay/North Bend, Ore.)
KFWB.com (California)
Khaleej Times
KIDK.com (Idaho Falls, Idaho)
KIM ATV.com (Yakima, Wash.)
KLEW TV.com (Lewiston, Idaho)
KMPH.com (California)
KOB.com (Albuquerque, N.M.)
KPIC.com (Roseburg, Ore.)
KSL.com (Salt Lake City)
KSWT.com (Yuma, Ariz.)
KTNV.com (Las Vegas)
KVAL.com (Eugene, Ore.)
Lincoln Journal Star
Lubbock Avalanche Journal
Mainichi Daily News (Japan)
Maximum Edge
Minneapolis Star-Tribune
MyCentralOregon.com
MyMotherLode.com

3News.co.nz (New Zealand)
590KLBJ.com (Austin, Texas)
ABC-7.com (California)
ABCNews.com
Aiken Standard
Associated Press
Auburn Citizen
Austin American-Statesman
BakersfieldNow.com
Bellingham Herald
Bradenton Herald
Breitbart.com
Centre Daily Times
Chippewa.com
**Media highlights**

Baker Fellow and Economics lecturer Ken Medlock was quoted on recent agreements in oil and gas trading, the price of natural gas, a paper co-authored by Medlock and Amy Myers Jaffe on the role oil speculators play in the energy markets and the opening of a liquefied natural gas import terminal in Mexico. The paper written by Medlock and Jaffe also was featured in eight foreign language media outlets — five from China and three from Latin America.

AARP.org  
Alibaba.com  
Arizona Republic  
Atlanta Business Chronicle  
AwdalNews.com  
Bizjournals.com  
Bloomberg.com  
Bnet.com  
Bright Surf  
Business Insider  
Business Journal of the Greater Triad Area  
Canada.com  
Care2.com  
Congoo News  
Cyberia  
Dallas Morning News  
Digital Productivity Magazine  
EasyBourse.com  
Energy Daily  
Energy Risk  
EurolInvestor.co.uk  
Financial Post  
Financial Times  
FOI.com  
ForIntelligence.com  
Business News Network (Canada)  
BusinessInsider.com  
Calgary Herald  
Forbes.com  
ForExPros.co  
ForExYard.com  
Globe and Mail (Canada)  
Houston Business Journal  
IBTimes.com  
iii.co.uk  
Indiana Gazette  
International Business Finance  
ITBusiness.com  
MoneyCentral.MSN.com  
New Mexico Business Weekly  
New York Times  
Oil Daily  
PhysOrg.com  
Redtram.com  
Reuters  
Salon.com  
San Diego Union-Tribune  
San Francisco Chronicle  
SmartBrief.com  
Software Developers  
South China Morning Post  
Stuff.co.nz  
STV.tv  
The Bee News  
The Business Times (Singapore)  
The New Republic  
Times of Malta  
Triangle Business Journal  
TVNZ.co.nz  
U.S. Daily  
Vancouver Sun (Canada)  
Yahoo! News

Head football coach David Bailiff was quoted on the Texas Italian–American Sports Foundation luncheon, efforts to maintain the strength of the football program after last year’s bowl game victory, preparation for the upcoming football season, the decision about who will be the Owls’ starting quarterback and the Owls’ football training camp.

Examiner.com  
Houston Chronicle  
Idaho Statesman  
Individual.com  
KHOU-TV  
KIAH-TV  
KPRC-TV  
KVUE-TV  
Macon Telegraph  
Raleigh News & Observer  
San Luis Obispo Tribune  
Seattle Post-Intelligencer  
Sports Network  
Tacoma News-Tribune
Media highlights

*Vikas Mittal*, the J. Hugh Liedtke Professor of Management, was quoted on his research on the connection between charitable donations and gender.

ABCNews.com
Atlanta Journal Constitution
Austin American-Statesman
Bio-Medicine.org
Biz Journals
Business Week
Dayton Daily News
Fox28.com (Elkhart, Ind.)
Houston Business Journal
KAIT8.com (Jonesboro, Ark.)
KATC.com (Lafayette, La.)
KCOY.com (California)
KDBC.com (El Paso, Texas)
KESQ.com (Palm Springs, Calif.)
KLTV.org (Longview, Wash.)
KOTATV.com (Rapid City, S.D.)
KOTV.com (Tulsa, Okla.)
KPTh.com (Siouxland, S.D.)
KTEN.com (Sherman, Texas)
KTUU.com (Anchorage, Alaska)
KTVN.com (Reno, Nev.)
KXLY.com (Spokane, Wash.)

LocalNews8.com (Idaho Falls, Idaho)
MedicineNet.com
MSN.com
MyABC5.com (Des Moines, Iowa)
MySunCoast.com (Florida)
Nebraska.tv
Newswest9.com (Texas)
Pitt County Daily Reflector
Rocky Mountain Telegram
TelemundoAtlanta.com (Atlanta)
U.S. News & World Report
WAOW.com (Wausau, Wis.)
WBTV.com (Charlotte, N.C.)
WDBJ7.com (Roanoke, Va.)
WFIE.com (Evansville, Ind.)
WISTV.com (Columbia, S.C.)
WMBFNews.com (Grand Strand, S.C.)
WMSN.com (Madison, Wis.)
WRCBTV.com (Chattanooga, Tenn.)
WVIA.com (Pennsylvania)
WXOW.com (La Crosse, Wis.)
Media highlights

Associate Director of the Rice Energy Program and Baker Fellow Amy Myers Jaffe was quoted on the debate over a pipeline that would carry fuel from Canada’s oil sands to the U.S., a series of rallies planned by the American Petroleum Institute to protest a climate change bill, an article she co-authored with Mahmoud El-Gamal on oil resources and the financial downturn, and a paper she co-authored with Ken Medlock on the role oil speculators play in the energy markets. The paper written by Jaffe and Medlock also was featured in eight foreign language media outlets — five from China and three from Latin America.

Alibaba.com
Arizona Republic
Atlanta Business Chronicle
AwdalNews.com
Bizjournals.com
Bloomberg.com
Bnet.com
Bright Surf
Business Insider
Business Journal of the Greater Triad Area
Business News Network (Canada)
BusinessInsider.com
Calgary Herald
Canada.com
Care2.com
CBS News Radio
Congoo News
Dallas Morning News
Energy Daily
Energy Risk
Financial Post
Financial Times
FOI.com
Fintelligence.com
Forbes.com
Foreign Policy Magazine
ForExPros.com
ForExYard.com
Globe and Mail (Canada)
Salon.com
Houston Business Journal
Houston Chronicle
IBTimes.com
InSing.com
International Business Finance
Journal of Turkish Weekly
Malaysia Star
MoneyCentral.MSN.com
New Mexico Business Weekly
New York Times
NineMSN.com
Oil Daily
PhysOrg.com
Redtram.com
Reuters

San Diego Union-Tribune
San Francisco Chronicle
SmartBrief.com
South China Morning Post
Stuff.co.nz
The Business Times (Singapore)
The New Republic
Times of Malta
Triangle Business Journal
Truth Out
Vancouver Sun (Canada)
WBCSD.org
Yahoo! News

James Tour, the Chao Professor of Chemistry and professor of mechanical engineering and materials science and of computer science, was quoted on research to use nanotechnology to increase oil production and on Rice research to create smaller and more powerful microprocessors. Tour also was quoted in a Polish article.

Anchorage Daily News
Augusta Chronicle
Austin American-Statesman
BigPondNews.com
CantonRep.com
Durango Herald
Futurity.org
Honolulu Advertiser
Lubbock Avalanche-Journal

Missoulian.com
NWAnews.com
Observer-Reporter.com
Richmond Times-Dispatch
SentinelSource.com
Society of Petroleum Engineers News
SouthBendTribune.com
The Spokesman-Review
Tulsa World
Media highlights

Sarah Whiting, who will begin her role as dean of Rice’s School of Architecture on Jan. 1, was quoted on her appointment to the position, including one Spanish article.

Architect’s Newspaper
Architecture Week
ArtDaily.org
ArtInfo.com
Chicago Tribune
Chronicle of Higher Education
Houston Chronicle
InsideHighEd.com
InstantNewsWestU.com
MediaBistro.com
ProtectiveCoatings.com

The following were quoted in six or more media outlets:

Chris Del Conte
Gerald Dickens
Luis Duno-Gottberg
Mark Jones
Stephen Klineberg
David Leebron
Vivek Sarkar
Bob Stein
Ed Zaunbrecher
Eugene Zubarev