Who knew

Rice.edu

- Rice.edu is off to a record start with 2.73 million page views in 2010—a 100,000 more page views than the site generated in the first two months of 2009.
- For the past year, the “Who Knew?” home page has averaged 2,811 monthly page views and has introduced many people to Rice. More than 81 percent of the visitors are viewing it from an off-campus location.
- Rice News has emerged as the fourth most popular destination for visitors. The site has averaged more than 125,000 monthly page views during the past eight months.

News and Media

- Media coverage is up from 271 monthly media hits in January 2007 to 1,680 in February 2010—a 520 percent increase.
- Total media hits in 2009 were up 118 percent from 2007.
- Total number of impressions—people reached—from September 2009 through February 2010: more than 1.76 billion

Creative Services

- Each academic year, Creative Services provides design and editorial services for the Rice 101 brochure, which is used by the Admission Office as their primary handout for potential students, parents, high school counselors and Rice visitors. Some of the 230,000 copies of Rice 101 are distributed at admission events worldwide.

Multicultural Community Relations

- MCR assembled a discussion panel of Rice students, faculty members, alumni and Houston residents, including representatives from the Haitian community, in an effort to raise awareness and funding for Haitian relief. The event—titled “Haiti: Past, Present and Future”—was featured on Pacifica Radio, the Houston Defender and the Rice Thresher.
Web metrics | monthly report

February 2010

Rice.edu visits: year-to-year trend

![Bar chart showing Rice.edu visits from June 2009 to February 2010, comparing 08-09 Visits to 09-10 Visits.]

Popular features

<table>
<thead>
<tr>
<th>Feature</th>
<th>Page views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual tour home page</td>
<td>6,507</td>
</tr>
<tr>
<td>Virtual tour: The Campus</td>
<td>3,589</td>
</tr>
<tr>
<td>Rice alum died in Haiti</td>
<td>3,153</td>
</tr>
<tr>
<td>Princeton Review: ‘Best Value’</td>
<td>3,024</td>
</tr>
<tr>
<td>Physicians kill cancer with nanobubbles</td>
<td>2,470</td>
</tr>
<tr>
<td>Centennial Campaign</td>
<td>2,306</td>
</tr>
<tr>
<td>Virtual tour: Residential Life</td>
<td>1,986</td>
</tr>
<tr>
<td>Who Knew?</td>
<td>1,592</td>
</tr>
<tr>
<td>Alum funds English Dept. chair</td>
<td>1,555</td>
</tr>
<tr>
<td>National media: Facebook study</td>
<td>1,483</td>
</tr>
</tbody>
</table>

*Metrics report reflects traffic to pages managed by Public Affairs over the past nine months.*
**Virtual tour: page views**

![Graph showing page views for different sections of the website in January and February 2010](image)

**Total February page views:** 15,926

**Overall Web metrics***

<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>TOTALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors</td>
<td>385,435</td>
<td>446,120</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>4,569,580</td>
</tr>
<tr>
<td>Visits</td>
<td>628,110</td>
<td>686,527</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>7,023,643</td>
</tr>
<tr>
<td>Page views</td>
<td>1,050,532</td>
<td>1,165,022</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>12,360,230</td>
</tr>
<tr>
<td>Pages per visit</td>
<td>1.67</td>
<td>1.70</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>1.76</td>
</tr>
<tr>
<td>Average time</td>
<td>1:51</td>
<td>1:44</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>1:44</td>
</tr>
<tr>
<td>New visitors %</td>
<td>56.36%</td>
<td>60.46%</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>60.13%</td>
</tr>
</tbody>
</table>

*Metrics report reflects traffic to pages managed by Public Affairs over the past nine months.*
February 2010

Rice.edu progress: new sites/remodels

TOTALS:
September 2007–February 2010
157 completed

January 2009–February 2010
82 completed

February:  
Town Hall meeting  
Athletics recruiting: baseball and men’s and women’s tennis  
Rice Magazine, No. 5  
Campus map update

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  
NIST 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  
Jeffrey Kripal  
Athletics: Women’s basketball MLK site  
School of Social Sciences virtual tour
**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>
</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>
</tr>
<tr>
<td>International</td>
<td>175</td>
<td>236</td>
<td>121</td>
<td>265</td>
<td>241</td>
<td>229</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>
</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>
</tr>
<tr>
<td>Trade publications</td>
<td>263</td>
<td>274</td>
<td>170</td>
<td>189</td>
<td>193</td>
<td>262</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>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1,998</strong></td>
<td><strong>2,600</strong></td>
<td><strong>1,516</strong></td>
<td><strong>2,235</strong></td>
<td><strong>1,526</strong></td>
<td><strong>1,680</strong></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.*

**Media Hits**

![Media Hits Chart]

**Circulation numbers**

- Rice News: 10,580
- Dateline Rice: 10,230
- @Rice: 27,579

January 2007-February 2010: up from **271** to **1,680** (520 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.

**FEBRUARY:**

Ad value of print/Web stories: $33,015,902.93
Audience impressions: 136,887,635

Ad value of TV stories: $240,976
Estimated Nielsen households: 13,752,074

Total ad value: more than $33,256,878.93
Total number of people reached: more than 150,639,709

**Cumulative totals (September–February)**

Total ad value: more than $138,016,900.18*
Total number of people reached: more than 1,765,494,294

*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.

<table>
<thead>
<tr>
<th>Color Name</th>
<th>Value</th>
<th>Pct.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online</td>
<td>187</td>
<td>72.55 %</td>
</tr>
<tr>
<td>Newspaper</td>
<td>297</td>
<td>11.42 %</td>
</tr>
<tr>
<td>Magazine</td>
<td>118</td>
<td>4.54 %</td>
</tr>
<tr>
<td>Broadcast</td>
<td>83</td>
<td>3.19 %</td>
</tr>
<tr>
<td>Other</td>
<td>214</td>
<td>8.23 %</td>
</tr>
<tr>
<td>(None)</td>
<td>2</td>
<td>0.08 %</td>
</tr>
</tbody>
</table>

02/01/2010 to 02/28/2010

Source: Vocus report
News and media relations

**News by State Chart**

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

**News by Country Chart**

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

**News by Type Chart**

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
Baker fellow and economics lecturer Ken Medlock was quoted on the rise in gasoline futures after the government reported a surprise drop in the nation’s supply, issues facing liquefied natural gas exploration in the U.S. and the effect of global recession on major oil companies.

AAP Sydney (Australia)
Anchorage Daily News
AOL
Associated Press
Austin American-Statesman
BayNews9.com (St. Petersburg, Fla.)
Baytown Sun (Texas)
Belleville News-Democrat (Ky.)
Bellingham Herald (Wash.)
Biloxi Sun Herald (Miss.)
Black Enterprise Magazine
CFRB-AM (Toronto)
CHAY-FM (Ontario)
CHOM.com (Montreal)
CHSU-FM (British Columbia)
CILK-FM (U.K.)
CIOR-AM (British Columbia)
CIQM-FM (Ontario)
CJAD-AM (Montreal)
CJAT-FM (KBS) (British Columbia)
CJBK-AM (Ontario)
CKCB-FM (Ontario)
CKCR-AM (British Columbia)
Columbus Ledger-Enquirer (Ga.)
Denver Post
Deseret News (Utah)
Enquirer-Herald (York, S.C.)
Examiner.com
FindLaw
Forbes
Fort Worth Star-Telegram
Fresno Bee (Calif.)
Gainesville Sun (Fla.)
Houston Chronicle
Idaho Statesman
Island Packet (S.C.)
iStockAnalyst
Kansas City Star (Mo.)
KASA-TV (N.M.)
Kelowna Sun (British Columbia)
KLBJ-AM (Austin, Texas)
KRQE-TV (Albuquerque, N.M.)
KTVT-TV (Dallas)
KKAN-TV (Austin, Texas)
Lancaster County News (Pa.)
Lexington Herald-Leader (Ky.)
Louisville Courier-Journal (Ky.)
MercedSun-Star.com (Calif.)
Midland Reporter-Telegram
Modesto Bee (Calif.)
Moneynews.com
Morning Times (Sayre, Pa.)
MyEZRock.com (British Columbia)
Myrtle Beach Sun News (S.C.)
New Brunswick Business Journal
New York Times
News & Observer (Raleigh, N.C.)
News Tribune (Seattle)
NewsChannel8.com (Arlington, Va.)
NewsOK.com (Okla.)
Offshore Engineer
OilOnline.com
Oilweek
OneNewsNow.com
Options News Network
Palm Beach Post (Fla.)
Penticton Herald (British Columbia)
Philly.com
Phillyburbs.com
Product Design & Development
Sacramento Bee (Calif.)
San Diego Union-Tribune
silkfm.com (Macclesfield, England)
Springfield News-Sun (Ohio)
Taiwan News
The State (S.C.)
The Trucker
TheStar.com (Malaysia)
Times Union (Albany, N.Y.)
Tri-City Herald (Wash.)
Vernon Daily Courier (British Columbia)
WALA-TV (Pensacola, Fla.)
WANE-TV (III.)
WAVY-TV.com (Hampton Roads, Va.)
WDTN-TV (Dayton, Ohio)
WEHT-TV (Ind.)
WISH-TV.com (Indianapolis)
WIVB-TV (Buffalo, N.Y.)
WLJA-TV (Washington, D.C.)
WJSU-TV (Jackson, Miss.)
WLFI-TV.com (Lafayette, Ind.)
WLUK-TV (Green Bay, Wis.)
WOOD-TV.com (Grand Rapids, Mich.)
World News Connection
WPRI-TV (R.I.)
WTHI-TV (Terre Haute, Ind.)
WTNH-TV (Hartford, Conn.)
WUPW-TV (Ohio)
WWBT-TV (Hampton Roads, Va.)
WWLP-TV (Springfield, Mass.)
Yahoo! Canada
Yahoo! Finance
Yahoo! India
**Media highlights**

Political Science Professor *Mark Jones* was quoted on reconstruction work in Haiti, Texas GOP gubernatorial candidate Debra Medina, a poll showing that the majority of Texas voters think unauthorized immigrants should be allowed to stay in the U.S., and diplomatic tensions between the U.K. and Argentina due to British oil exploration in South Atlantic waters off the Falkland Islands.

Beaumont Enterprise
Houston Chronicle
KPRCRadio.com
KPRC-TV
KRIV-TV
KTRH.com

KUHF-FM
KXLN-TV
San Antonio Express-News
Sunny99.com
Wall Street Journal
WERS-FM (Boston)

Associate Director of the Rice Energy Program and Baker fellow *Amy Myers Jaffe* was quoted on a paper she co-authored about the West’s long-term energy policy challenges, Asia’s growing demand for oil, U.S. oil imports’ fall and U.S. biofuels policy.

APA.az (Azerbaijan)
Assa-Irada Newsfeed
Azeri Press Agentilyi (Azerbaijan)
Cotton247.com
Financial Times

Futurity.org
LiveTradingNews.com
Qatar Peninsula
Zawya.com

*Bob Stein*, the Lena Gohlman Fox Professor of Political Science, was quoted on the campaigns of Sen. Kay Bailey Hutchison, former Houston Mayor Bill White and businessman Farouk Shami in the Texas gubernatorial race; the prospect of challenging David Dewhurst for lieutenant governor; and Houston’s red-light camera program.

Houston Chronicle
KTRH.com
Lubbock Avalanche-Journal
Odessa American (Texas)
San Angelo Standard-Times
San Antonio Express-News
Sunny99.com
TXCN.com
USA Today
Victoria Advocate (Texas)
WKRG.com (Mobile, Ala.)

950KPRC.com
Abilene Reporter-News
AmericanChronicle.com
Asheville Citizen-Times (N.C.)
Associated Press
Austin American-Statesman
CountOn2.com (Charleston, S.C.)
Dallas Morning News
Denton Record-Chronicle
Greenville Herald-Banner (Texas)
Utpal Dholakia, the Mackey/Simons Distinguished Associate Professor of Management, was quoted on an article he co-authored on the effectiveness of advertising with social media and a study he did that shows Facebook and its fan page module can be a successful tool for increasing a company’s sales.

Vice Provost for Information Technology Kamran Khan was quoted on the release of IBM’s next generation of microprocessor chips.
Media highlights

Assistant Sociology Professor Michael Lindsay was quoted on Kenneth Starr’s appointment as president of Baylor University and the skepticism of many Americans about global warming.

GetReligion.org
Houston Chronicle
Lakeland Ledger (Fla.)
Lexington Dispatch (N.C.)
WDEL-AM (Wilmington, Del.)

Wilmington Star-News (Del.)
AOL
Blue Ridge Times-News (N.C.)
Carlisle Sentinel (Pa.)
Christianity Today
Davidson County Dispatch (Tenn.)
Defiance Crescent-News (Ohio)
DigitalJournal.com
Gainesville Sun (Fla.)
Washington Times

New York Times
Ocala Star-Banner (Fla.)
Pittsburgh Post-Gazette
Sarasota Herald-Tribune (Fla.)
Seattle Times
Softpedia
Tuscaloosa News (Ala.)
USA Today
Washington Post

Physics and astronomy research scientist Dmitri Lapotko was quoted and Jason Hafner, associate professor of physics and astronomy and of chemistry, was mentioned about their research to develop a new technique to isolate cancer cells and destroy them with tiny explosions.

Asian News International
AZoNano.com
AZoOptics.com
Balita.ph
BioMedME.com
Bionity.com
Cambodian Times
CE.cn
CIO.de
ComputerWorld
Daily India
Daily News & Analysis
DailyTech.com
Deccan Chronicle (India)
DNAIndia.com
Drug Discovery & Development
EastDay.com
English.CRI.cn
Eureka! Science News
FierceBiotech.com
Futurity.org
Gaea Times
Genetic Engineering News
Gizmag.com
Global Times

HealthCanal.com
HealthJockey.com
Huliq.com
IDG.no
IDGConnect.com
IndiaTalkies.com
Individual.com
Innovations.com
io9.com
ITWorld.com
LittleAbout.com
LiveScience.com
MedGadget.com
Medical News Today
Medindia.com
Nanotechwire.com
NetworkWorld.com
New-Medical.net
NewTrackIndia.com
OfficialWire.com
OneIndia.in
People’s Daily
Philippines News Agency
PhysOrg.com
Popular Science

PressTV.ir
RedTram.com
Science Centric
Scientific Computing & Instrumentation
Scientist Live
Softpedia.com
Taragana.com
TechWorld
Thaindian.com
TheMedGuru.com
TheMoneyTimes.com
TheStandard.com
TopNews.in
Trend Hunter
United Press International
WebIndia123
Xinhua (China)
Yahoo! News
Yahoo! News India
ZeeNews.com
Media highlights

President David Leebron was quoted on the effect of the weak economy on the nation’s private colleges, Rice’s plans to increase need-based financial aid and to continue to honor its aid policies, and a Q-and-A on the future of Rice.

Associated Press
Bradenton Herald (Fla.)
Business Review
Click2Houston.com
Houston Business Journal
Keene Sentinel (N.H.)
Memorial Examiner
Merrimack Valley Eagle-Tribune (Mass.)

Miami Herald
New York Times
Pittsburgh Post-Gazette
San Francisco Business Journal
SouthCoastToday.com (Mass.)
Washington Business Journal
Houston Chronicle

History Professor and Baker fellow Douglas Brinkley was quoted on the effect on New Orleans of the Saints’ Super Bowl win, the fact that Super Bowl XLIV was the most-watched television show in U.S. history, the history of the teddy bear, U.S. presidents and the history of President’s Day, a lecture he gave on his book “The Wilderness Warrior: Theodore Roosevelt and the Crusade for America,” and whether the heated partisan exchanges and in-depth policy discussions at the bipartisan health care summit would sway either party in finding common ground.

Baton Rouge Business Report (La.)
CaptivaSanibel.com (Fla.)
CNBC.com
CNN.com
C-SPAN
Culturemap.com
Edition.CNN.com
EuroSport.Yahoo.com
Fox8Live.com (New Orleans)
New Orleans Times-Picayune
PoliticalTicker.CNN.com
Post Chronicle
PublicBroadcasting.net/KERA/news (Dallas)
PublicBroadcasting.net/KNAU/news (Flagstaff, Ariz.)
PublicBroadcasting.net/KUAR/news (Little Rock, Ark.)

PublicBroadcasting.net/KWMU/news (St. Louis)
PublicBroadcasting.net/WAMC/news (Albany, N.Y.)
PublicBroadcasting.net/WBFO/news (Buffalo, N.Y.)
PublicBroadcasting.net/WXEL/news (West Palm Beach, Fla.)
Public Broadcasting.net/WXXI/news (Rochester, N.Y.)
Reuters
WHTC.com (Holland, Mich.)
WKZO.com (Kalamazoo, Mich.)
WSAU.com (Wausau, Wis.)
WTAQ.com (Green Bay, Wis.)
Yahoo! Canada
Yahoo! News
Media highlights

Sociology Professor and Co-director of the Institute for Urban Research Stephen Klineberg was quoted on the importance of this year’s census, New Orleans Mayor Ray Nagin’s idea that Katrina evacuees in Houston be counted as residents of his city, a talk he gave on immigration reform, a “Love Is All Around” gala and Rice’s new Institute for Urban Research.

Houston Business Journal
Houston Chronicle
Houston Community Newspapers
KHOU.com

River Oaks Examiner
San Francisco Business Times
Softpedia.com
Washington Business Journal

Brad Burke, managing director of the Rice Alliance for Technology and Entrepreneurship, was quoted on successful entrepreneurs who left high school to start building their fortunes.

ABCNews.com
Ethiopian Review
Etownian.com
Forbes.com
GulfNews.com
MB.com

Meat Trade News Daily
MSN.com
NineMSN.com
Ninesma
PeaceFMOnline.com
Yahoo! Finance

The following were quoted in six or more media outlets:

David Bailiff
Edward Djerejian
Michael Emerson
Wayne Graham

Jun Lou
Yang Lu
Ric Stoll
Yan Anthea Zhang