Who knew

News and Media

• Rice undergraduate students Lila Kerr and Lauren Theis appeared on the yahoo.com home page, along with about 60 other national media outlets throughout the summer for their “Sally Centrifuge” creation.

• From May through July, Rice experts Amy Myers Jaffe, Douglas Brinkley, Satish Nagarajaiah, William Arnold, Terry Hemeyer, George Hirasaki and Ken Medlock had more than 2,700 media appearances related to the Gulf oil spill.

• Rice had two more placements on futurity.org, which features research universities’ “Breaking News from the Future.” Featured were Jianpeng Ma and Cheng Zhang, who developed a computer program that simulates the folding of three proteins. Also featured were Dagobert Brito and Robert Curl, who recommended that policymakers levy a carbon tax to limit carbon dioxide emissions. To date, Rice has had 43 placements on futurity.org.

Multicultural Community Relations

• MCR held a summer program for local high school students participating in the Designing with Rice Engineers — an Achievement and Mentorship (DREAM) project, which taught them how to write college admission essays.
Rice.edu’s visitors are going deeper into the site than ever before. Year-to-date, visitors are averaging 1.79 page views per visit, up 8.1 percent from last year.

With a new school year set to begin, the interest level of prospective students is rising. Rice’s newly redesigned freshmen application page had more than 12,000 page views in July — nearly doubling the page’s traffic from the previous month.

For the ninth time in 2010, Rice News produced an article — “Rice helps museum with webcam for corpse flower” — that generated more than 3,000 page views, with 3,307 page views.

Creative Services

New owl-themed flagpole banners, designed and produced by Creative Services, now adorn the college campus just in time to welcome students, parents, staff, faculty and visitors to the start of another academic year.

General Announcements, produced annually, was compiled and edited by members of the Creative Services team. In order to be eco-friendly, save printing costs and be more accessible to the entire Rice community, the catalog is now published at rice.edu/catalog/2010_2011.

Creative Services designed and edited the 2011 Rice University Alumni Travel/Study Program brochure, which will be distributed through the Office of Alumni Affairs to alumni and friends of the university. The program offers educational journeys to destinations all over the globe.
**Social media exposure**

**Monthly Positive by Channel**

- Facebook: 382
- Twitter: 52
- YouTube: 5
- Blogs/Other: 0
- Myspace: 0
- Digg: 0
- Buzz: 0

**Total Estimated Impressions**

March–July 2010

- Facebook: 200,000
- Twitter: 700,000
- Blogs: 100,000
- Myspace: 50,000
- Digg: 0
- Buzz: 0
Rice.edu visits: year-to-year trend


Popular features

Overall Web metrics*

*Metrics report reflects traffic to pages managed by Public Affairs over the past nine months.
## News and media relations

### Circulation numbers

- **Rice News**: 11,567
- **Dateline Rice**: 11,029
- **@Rice**: 29,224

January 2007–July 2010: up from **271** to **2,085** (669 percent)

### Media Hits

- **January**: 1,526
- **February**: 1,680
- **March**: 2,075
- **April**: 1,244
- **May**: 2,275 (May’s spike was due to Gulf oil spill coverage.)
- **June**: 2,208
- **July**: 2,085

### Media Breakdown

- **National**
  - January: 151
  - February: 182
  - March: 175
  - April: 124
  - May: 247
  - June: 186
  - July: 169

- **International**
  - January: 241
  - February: 229
  - March: 216
  - April: 278
  - May: 315
  - June: 365
  - July: 211

- **Local and state**
  - January: 305
  - February: 288
  - March: 404
  - April: 218
  - May: 368
  - June: 410
  - July: 288

- **Broadcast and webcast**
  - January: 68
  - February: 154
  - March: 300
  - April: 77
  - May: 333
  - June: 63
  - July: 77

- **Trade publications**
  - January: 193
  - February: 262
  - March: 315
  - April: 164
  - May: 234
  - June: 255
  - July: 122

- **Other U.S. coverage**
  - January: 568
  - February: 565
  - March: 665
  - April: 383
  - May: 1,228
  - June: 929
  - July: 1,218

- **Total**
  - January: 1,526
  - February: 1,680
  - March: 2,075
  - April: 1,244
  - May: 2,275
  - June: 2,208
  - July: 2,085

### Diagram

- **2007**: Red
- **2008**: Blue
- **2009**: Green
- **2010**: Purple
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.

**JULY:**
- Ad value of print/Web stories: $35,446,809.64
- Audience impressions: 2,124,117,529
- Ad value of TV stories: $179,029.07
- Estimated Nielsen households: 155,192,014

Total ad value: more than $35,625,838.71
Total number of people reached: more than 2,279,309,543

Cumulative totals (September–July)
- Total ad value: more than $295,296,248.09
- Total number of people reached: more than 7,204,162,422

This chart classifies Rice media coverage by delivery method.

Source: Vocus report
News and media relations

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
Associate Director of the Rice Energy Program and Baker fellow Amy Myers Jaffe was quoted on the Gulf oil spill.

1049EZRock (Edmonton, Alberta)
1057EZRock.com (St. Catharines, Ontario)
21OUR.com
4029.com (Fort Smith, Ark.)
41WFIE.com (Evansville, Ind.)
570News.com (Kitchener, Ontario)
600News.com (Calgary, Alberta)
680News.com (Toronto)
950KLBJ.com (Austin, Texas)
975EZRock.com (London, Ontario)
ABC3340.com (Birmingham, Ala.)
AdelaideNow.com
Al Jazeera English
Albany Times Union (N.Y.)
Allegheny Times (Pa.)
AM1150.com (Kelowna, British Columbia)
AM1220.com (Cornwall, Ontario)
Amherst Daily News (Nova Scotia)
Anchorage Daily News (Alaska)
Anderson Independent-Mail (S.C.)
AOL.com
Arizona Daily Star
Arlington Heights Daily Herald (Ill.)
Aspen Times (Colo.)
Atlanta Journal-Constitution
Austin American-Statesman (Texas)
BakersfieldNow.com (Bakersfield, Calif.)
Baton Rouge Advocate (La.)
Belleville News-Democrat (Ill.)
Bellingham Herald (Wash.)
Biloxi Sun Herald (Miss.)
Black Enterprise Magazine
Bloomingon Pantagraph (Ill.)
Boston Globe
Boston Herald
Bradenton Herald (Fla.)
Brandon Sun (Manitoba)
Brazoria County Facts (Texas)
Brazos County Facts (Texas)
Breitbart.com
Brisbane Times (Australia)
Bryan-College Station Eagle (Texas)
Buffalo News (N.Y.)
Burlington Times-News (S.C.)
Business Alabama
BusinessDay.com.au (Australia)
BX93.com (London, Ontario)
Canadadest.com
Canadian Business
Canadian Press
Casa Grande Valley Newspapers (Ariz.)
Casper Star-Tribune (Wyo.)
CBC.ca
CBS11TV.com (Fort Worth, Texas)
CBS2Chicago.com
CBS3.com (Philadelphia)
CBS42.com (Birmingham, Ala.)
CBS8.com (San Diego)
CBSAtlanta.com
CBSNews.com
CentralTexasNow.com (Waco, Texas)
Centre Daily Times (Pa.)
CFRB.com (Toronto)
CTV.ca
Danbury News-Times (Conn.)
Dawn.com
Defiance Crescent-News (Ohio)
Delaware County Times (Pa.)
Denver Post
Deseret News (Utah)
Detroit Free Press
Detroit News
El Informador
El Paso Times (Texas)
Financial Times
FindLaw.com
Florence Times Daily (Ala.)
Forbes.com
Fort Worth Star-Telegram (Texas)
Forum of Fargo-Moorhead (N.D.)
Fox10TV.com (Mobile, Ala.)
Fox11AZ.com (Tucson, Ariz.)
Fox12Idaho.com (Nampa, Idaho)
Fox19.com (Cincinnati)
Fox28.com (Elkhart, Ind.)
Fox41.com (Louisville, Ky.)
Fox59.com (Indianapolis)
Fox5Vegas.com (Las Vegas)
FoxCarolina.com (Greenville, S.C.)
FOXNews.com
FoxReno.com (Renovo, Nev.)
Fresno Bee (Calif.)
FrumForum.com
Gadsden Times (Ala.)
Gainesville Sun (Fla.)
Garden City Telegram (N.J.)
Globe and Mail (Canada)
Grand Island Independent (Neb.)
Grand Rapids Press (Mich.)
Grass Valley Union (Calif.)

ABC3340.com (Birmingham, Ala.)
AdelaideNow.com
Al Jazeera English
Albany Times Union (N.Y.)
Allegheny Times (Pa.)
AM1150.com (Kelowna, British Columbia)
AM1220.com (Cornwall, Ontario)
Amherst Daily News (Nova Scotia)
Anchorage Daily News (Alaska)
Anderson Independent-Mail (S.C.)
AOL.com
Arizona Daily Star
Arlington Heights Daily Herald (Ill.)
Aspen Times (Colo.)
Atlanta Journal-Constitution
Austin American-Statesman (Texas)
BakersfieldNow.com (Bakersfield, Calif.)
Baton Rouge Advocate (La.)
Belleville News-Democrat (Ill.)
Bellingham Herald (Wash.)
Biloxi Sun Herald (Miss.)
Black Enterprise Magazine
Bloomingon Pantagraph (Ill.)
Boston Globe
Boston Herald
Bradenton Herald (Fla.)
Brandon Sun (Manitoba)
Brazoria County Facts (Texas)
Brazos County Facts (Texas)
Breitbart.com
Brisbane Times (Australia)
Bryan-College Station Eagle (Texas)
Buffalo News (N.Y.)
Burlington Times-News (S.C.)
Business Alabama
BusinessDay.com.au (Australia)
BX93.com (London, Ontario)
Canadadest.com
Canadian Business
Canadian Press
Casa Grande Valley Newspapers (Ariz.)
Casper Star-Tribune (Wyo.)
CBC.ca
CBS11TV.com (Fort Worth, Texas)
CBS2Chicago.com
CBS3.com (Philadelphia)
CBS42.com (Birmingham, Ala.)
CBS8.com (San Diego)
CBSAtlanta.com
CBSNews.com
CentralTexasNow.com (Waco, Texas)
Centre Daily Times (Pa.)
CFRB.com (Toronto)
CTV.ca
Danbury News-Times (Conn.)
Dawn.com
Defiance Crescent-News (Ohio)
Delaware County Times (Pa.)
Denver Post
Deseret News (Utah)
Detroit Free Press
Detroit News
El Informador
El Paso Times (Texas)
Financial Times
FindLaw.com
Florence Times Daily (Ala.)
Forbes.com
Fort Worth Star-Telegram (Texas)
Forum of Fargo-Moorhead (N.D.)
Fox10TV.com (Mobile, Ala.)
Fox11AZ.com (Tucson, Ariz.)
Fox12Idaho.com (Nampa, Idaho)
Fox19.com (Cincinnati)
Fox28.com (Elkhart, Ind.)
Fox41.com (Louisville, Ky.)
Fox59.com (Indianapolis)
Fox5Vegas.com (Las Vegas)
FoxCarolina.com (Greenville, S.C.)
FOXNews.com
FoxReno.com (Renovo, Nev.)
Fresno Bee (Calif.)
FrumForum.com
Gadsden Times (Ala.)
Gainesville Sun (Fla.)
Garden City Telegram (N.J.)
Globe and Mail (Canada)
Grand Island Independent (Neb.)
Grand Rapids Press (Mich.)
Grass Valley Union (Calif.)
### Media highlights

**Amy Myers Jaffe, continued**

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Media highlights

Amy Myers Jaffe, continued

MyFoxOrlando.com (Orlando, Fla.)
MyFoxPhoenix.com
MyFoxTampaBay.com (Tampa, Fla.)
MyMotherLode.com
MyQ2.com
Myrtle Beach Sun News (S.C.)
MySunCoast.com (Sarasota, Fla.)
Naples Daily News (Fla.)
National Public Radio's "All Things Considered"
NBC-2.com (Cape Coral, Fla.)
NBC-2.com (Fort Myers, Fla.)
NBC29.com (Charlottesville, Va.)
NBCNews.com
NDTV.com
Nebraska.tv (Kearney, Neb.)
NetEase.com
New York Times
News1130.com (Vancouver, British Columbia)
News25.us (Evansville, Ind.)
News8.net (Washington)
News889.com (Saint John, New Brunswick)
News919.com (Moncton, New Brunswick)
NewsChannel8.com (Nashville, Tenn.)
NewsMax.com
NewsOn6.com (Tulsa, Okla.)
NewsWest9.com (Odessa, Texas)
NewYork.CBSLocal.com (New York)
North County Times (Calif.)
NPR.org
Oakland Press (Calif.)
Ocala Star-Banner (Fla.)
Oldies1310.com (Ottawa)
Omaha World-Herald (Neb.)
OneNewsNow.com
OnlineOpinion.com.au
OPB.org
Owensboro Messenger-Inquirer (Ky.)
Palm Beach Post (Fla.)
Paris Post-Intelligencer (Tenn.)
PBS.org
Penticton.MyEZRock.com (Penticton, British Columbia)
Product Design & Development
R&D Magazine
Racine Journal Times (Wis.)
Raleigh News & Observer (N.C.)
Reading Eagle (Pa.)
RealClearPolitics.com
Rochester Post-Bulletin
Rock Hill Herald (S.C.)
Roseburg News-Review (Ore.)
Royal Gazette (Bermuda)
Sacramento Bee (Calif.)
SalmonArm.MyEZRock.com (Salmon Arm, British Columbia)
Salon.com
San Diego Union-Tribune
San Francisco Chronicle
San Francisco Examiner
San Jose Mercury News (Calif.)
San Luis Obispo Tribune (Calif.)
SanDiego.com
Santa Cruz Sentinel (Calif.)
Santa Rosa Press Democrat (Calif.)
Sarasota Herald-Tribune (Fla.)
Sayre Morning Times (Pa.)
Seattle Post-Intelligencer
Seattle Times
Sify.com
SILK.fm (Kelowna, British Columbia)
Silver City Sun-News (N.M.)
Sky-Hi Daily News ( Colo.)
Sohu.com
South Jersey Courier-Post (Pa.)
Southern Illinoisan
Spartanburg Herald-Journal (S.C.)
St. Louis Post-Dispatch
St. Paul Pioneer Press (Minn.)
Stockhouse.com
Stockstar.com
Strait Times (Singapore)
Summit Daily News (Colo.)
Sydney Morning Herald
Tacoma News Tribune (Wash.)
The Age (Australia)
The China Post
The Economist
The Financial Chronicle
The Motley Fool
The Oklahoman
The Olympian (Wash.)
The State (S.C.)
The Telegraph (U.K.)
The Tennessean
The Tyee (British Columbia)
TheDenverChannel.com (Denver)
TheINDYChannel.com (Indianapolis)
Thibodaux Daily Comet (La.)
Times of Northwest Indiana
Toledo Blade (Ohio)
Topeka Capital-Journal (Kan.)
TownHall.com
Tri-City Herald (Wash.)
Truro Daily News (Nova Scotia)
TurnTo23.com (Bakersfield, Calif.)
USA Today
Utah Daily Herald
Victoria Advocate (Texas)
WAAYTV.com (Huntsville, Ala.)
WAFB.com (Baton Rouge, La.)
WAFF.com (Huntsville, Ala.)
WALB.com (Albany, Ga.)
Wall Street Journal
WANDTV.com (Decatur, Ill.)
WAOW.com (Wausau, Wis.)
WAPT.com (Jackson, Miss.)
Washington Daily Caller (D.C.)
Washington Daily News (D.C.)
Washington Examiner (D.C.)
Washington Post
WAToday.com.au
WAVE3.com (Louisville, Ky.)
WBALTV.com (Baltimore)
WBAY.com (Green Bay, Wis.)
WBOC.com (Salisbury, Md.)
WBTU.com (Charlotte, N.C.)
WBZTV.com (Boston)
WCAX.com (Burlington, Vt.)
WCDO.com (Minneapolis)
WDAM.com (Laurel, Miss.)
WDBJ7.com (Roanoke, Va.)
WDSU.com (New Orleans)
WECT.com (Cape Fear, N.C.)
WESH.com (Daytona Beach, Fla.)
WESH.com (Orlando, Fla.)
WFAA.com (Dallas)
WMJ.com (Youngstown, Ohio)
WFMZ.com (Allentown, Pa.)
Amy Myers Jaffe, continued

Political Science Professor Mark Jones was quoted on Argentina President Cristina Kirchner, President Barack Obama’s speech on immigration reform, Arizona’s immigration reform law, the Texas railroad commissioner’s race, political polarization in the Texas House of Representatives and the Texas agricultural commissioner’s race.

Amy Myers Jaffe,
continued

WJLA.com (Washington)
WJZ.com (Baltimore)
WKBT.com (La Crosse, Wis.)
WKOW.com (Madison, Wis.)
WKRG.com (Mobile, Ala.)
WKRN.com (Nashville, Tenn.)
WLBT.com (Jackson, Miss.)
WLKY.com (Louisville, Ky.)
WLOX.com (Biloxi, Miss.)
WLWT.com (Cincinnati)
WMBFNews.com (Myrtle Beach, S.C.)
WMCTV.com (Memphis, Tenn.)
WMTW.com (Poland Spring, Maine)
WMUR.com (Manchester, N.H.)
WNEM.com (Flint, Mich.)
WNYT.com (Albany, N.Y.)
WIOI-TV.com (Ames, Iowa)
WOKV.com (Jacksonville, Fla.)
Worcester Telegram & Gazette (Mass.)
WPBF.com (West Palm Beach, Fla.)
Greeley Tribune (Kan.)
Greenwich Time (Conn.)
Hawaii News Now
HawaiiNewsNow.com
HC360.com
Hendersonville Times-News (N.C.)
Hexun.com
Hilton Head Island Packet (S.C.)
Himalayan Times
WPXI.com (Pittsburgh)
WQOW.com (Eau Claire, Wis.)
WREG.com (Memphis, Tenn.)
WREX.com (Rockford, Ill.)
WRIC.com (Petersburg, Va.)
WSAV.com (Savannah, Ga.)
WSBTV.com (Atlanta)
WSET.com (Lynchburg, Va.)
WSFA.com (Montgomery, Ala.)
WSOCTV.com (Charlotte, N.C.)
WTHR.com (Indianapolis)
WTKR.com (Norfolk, Va.)
WTOL.com (Toledo, Ohio)
WTOV9.com (Wheeling W.Va.)
WTVM.com (Columbus, Ga.)
WXL.TV (Tallahassee, Fla.)
VVVA.com (Bluefield, W.Va.)
WWLTV.com (New Orleans)
WWQ101.com (Wilmington, N.C.)
WXII12.com (Greensboro, N.C.)
WXOW.com (La Crosse, Wis.)
WXVT.com (Greenville, Miss.)
WYFF4.com (Greenville, S.C.)
Wyoming Tribune-Eagle
Yahoo! Canada
Yahoo! Green
Yahoo.com
Yicai.com
MyFoxLA.com (Los Angeles)
MyFoxNY.com (New York)
Houma Courier (La.)
## Media highlights

### Mark Jones, continued

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Media highlights

Co-director of the Institute for Urban Research Stephen Klineberg was quoted discussing the Texas gubernatorial race.

14WFIE.com (Evansville, Ind.)
2TheDeuce.com (Denver)
5NewsOnline.com (Fort Smith, Ark.)
ABC3340.com (Birmingham, Ala.)
Abilene Reporter-News (Texas)
Alaska Journal of Commerce
Allegheny Times (Pa.)
Allentown Morning Call (Pa.)
Amarillo Globe-News (Texas)
Anchorage Daily News (Alaska)
Arizona Daily Star
Arizona Daily Sun
Atlanta Journal-Constitution
Austin American-Statesman (Texas)
Baltimore Sun
Baton Rouge Advocate (La.)
Bellingham Herald (Wash.)
Biloxi Sun Herald (Miss.)
Boston Globe
Bradenton Herald (Fla.)
Breitbart.com
Buffalo News (N.Y.)
KFOR.com (Oklahoma City)
KFOX14.com (El Paso, Texas)
KGW.com (Portland, Ore.)
KHQ.com (Spokane, Wash.)
KLBJ.com (Austin)
KLFW.com (Lafayette, La.)
KMOV.com (St. Louis)
KNDU.com (Richland, Wash.)
KPLC-TV.com (Lake Charles, La.)
KPLR11.com (St. Louis)
KREM.com (Spokane, Wash.)
KTEN.com (Ada, Okla.)
KTIV.com (Sioux City, Iowa)
KTLA.com (Los Angeles)
KTVB.com (Boise, Idaho)
KVIA.com (El Paso, Texas)
KVUE.com (Austin, Texas)
KWQC.com (Davenport, Iowa)
KWWL.com (Waterloo, Iowa)
Lake Wylie Pilot (S.C.)
Lakeland Ledger (Fla.)
Laredo Morning Times (Texas)
Las Vegas Sun
Lexington Herald-Leader (Ky.)
Logan Herald Journal (Utah)
Los Angeles Times
Marin Independent Journal (Calif.)
MaximumEdge.com
Mayesville Ledger Independent (Ky.)
Minneapolis Star Tribune
Modesto Bee (Calif.)
Fox11AZ.com (Tucson, Ariz.)
Fox12idaho.com (Nampa, Idaho)
Fox13Now.com (Salt Lake City)
Fox17Online.com (Grand Rapids, Mich.)
Fox19.com (Cincinnati)
Fox28.com (Elkhart, Ind.)
Fox2Now.com (St. Louis)
Fox41.com (Louisville, Ky.)
Fox43.com (York, Pa.)
Fox4KC.com (Kansas City, Mo.)
Fox59.com (Indianapolis)
Fox5SanDiego.com
Fox6Now.com (Milwaukee)
Fox8.com (Cleveland)
FoxCharlotte.com (Charlotte, N.C)
Fresno Bee (Calif.)
Gainesville Sun (Fla.)
Grand Island Independent (Neb.)
Greeley Tribune (Kan.)
Greencastle News (Conn.)
Hartford Courant (Conn.)
Hawaii NewsNow.com
Houston Chronicle
Idaho Statesman
Jamestown Sun (Va.)
Kansas City Star (Mo.)
KCBA.com (Salinas, Calif.)
KCBD.com (Lubbock, Texas)
KCOY.com (Santa Maria, Calif.)
KDFV.com (Denver)
KENS.com (San Antonio)
Fort Worth Star-Telegram (Texas)
MSNBC.com
Muzi.com
MyFox11.com (San Luis Obispo, Calif.)
MyFox47.com (Rochester, Minn.)
MyFoxAL.com (Birmingham, Ala.)
### Media highlights

**Stephen Klineberg, continued**

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<th>Newport News Daily Press (Va.)</th>
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<td>Sacramento Bee (Calif.)</td>
<td>WKOW.com (Madison, Wis.)</td>
<td>WTVR.com (Richmond, Va.)</td>
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<td>Salon.com</td>
<td>Wkkn.com (Nashville, Tenn.)</td>
<td>WTXL.tv (Tallahassee, Fla.)</td>
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<tr>
<td>Salt Lake Tribune</td>
<td>Wlbt.com (Jackson, Miss.)</td>
<td>WVVA.com (Blue Field, Va.)</td>
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<tr>
<td>San Francisco Chronicle</td>
<td>Wlox.com (Biloxi, Miss.)</td>
<td>WWLTV.com (New Orleans)</td>
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<td>San Luis Obispo Tribune (Calif.)</td>
<td>Wnep.com (Scranton, Pa.)</td>
<td>WXVT.com (Greenville, Miss.)</td>
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<tr>
<td>Seattle Post-Intelligencer</td>
<td>Wqad.com (Moline, Ill.)</td>
<td>York Enquirer-Herald (S.C.)</td>
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<tr>
<td>Sify.com</td>
<td>Wqow.com (Eau Claire, Wis.)</td>
<td>WSFA.com (Montgomery, Ala.)</td>
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<td>South Florida Sun-Sentinel</td>
<td>Wrcbtv.com (Chattanooga, Tenn.)</td>
<td>WSVN.com (Miami)</td>
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<td>St. Louis Post-Dispatch</td>
<td>Wric.com (Richmond, Va.)</td>
<td>Taragana.com</td>
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<td>Tacoma News Tribune (Wash.)</td>
<td>Wsbtv.com (Atlanta)</td>
<td>Texarkana Gazette (Texas)</td>
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**Chemical and Biomolecular Engineering Professor Matteo Pasquali was quoted on his research in polymer beading.**

<table>
<thead>
<tr>
<th>Daily India</th>
<th>Sify.com</th>
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<tr>
<td>DNAIndia.com</td>
<td>SindhToday.net</td>
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<td>Fars News Agency</td>
<td>Smashits.com</td>
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<td>IndianMirror.com</td>
<td>Thaindian.com</td>
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<td>IndiaTalkies.com</td>
<td>TopNews.in</td>
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<td>Netlndia123.com</td>
<td>WebIndia123.com</td>
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<td>Oncology Times</td>
<td>OneIndia.in</td>
</tr>
</tbody>
</table>
A.J. Hartsook Professor George Hirasaki and Civil and Environmental Professor Satish Nagarajaiah were quoted on efforts to stop the Gulf oil spill.

Akron Beacon Journal (Ohio)
Alaska Journal of Commerce
Allegheny Times (Pa.)
Anchorage Daily News (Pa.)
Anniston Star (Ala.)
AOL.com
Arizona Daily Star
Arizona Daily Sun
Aspen Times (Colo.)
Athens Banner (Ga.)
BBC America
Bellingham Herald (Wash.)
Bryan-College Station Eagle (Texas)
Buffalo News (N.Y.)
Business Alabama
BusinessMirror.com
BusinessMirror.com.ph (Philippines)
Caribbean Business
Casa Grande Dispatch (Ariz.)
Casa Grande Valley Newspapers Inc. (Ariz.)
CBS11TV.com (Fort Worth, Texas)
CBS8.com (San Diego)
CentralTexasNow.com (Temple, Texas)
Charlotte Observer (N.C.)
Chem.info
Click2Houston.com
ClickOnDetroit.com
CNBC.com
Corvallis Gazette-Times (Ore.)
DailyFinance.com
Dayton Daily News (Ohio)
Decatur Daily (Ill.)
Hutchinson News (Kan.)
Idaho Statesman
InvestingContrarian.com
JustNews.com
KAIT8.com (Jonesboro, Mo.)
Kansas City Star (Mo.)
KCAUTV.com (Sioux City, Iowa)
KCBA.com (Salinas, Calif.)
KCBD.com (Lubbock, Texas)
KCOY.com (Santa Maria, Calif.)
KOTV.com (Fort Smith, Ark.)
KFOX.com (El Paso, Texas)
KFVS12.com (Cape Girardeau, Mo.)
KSLA.com (Shreveport, La.)
KSWT.com (Yuma, Ariz.)
KTIV.com (Sioux City, Iowa)
KTRE.com (Lufkin, Texas)
KTTV.com (Rochester, Minn.)
KTUU.com (Anchorage, Alaska)
KTVN.com (Reno, Nev.)
KTVU.com (Oakland, Calif.)
KTVZ.com (Bend, Ore.)
KVIA.com (El Paso, Texas)
KWQC.com (Davenport, Iowa)
KWWL.com (Waterloo, Iowa)
KXLY.com (Spokane, Wash.)
Lafayette Daily Advertiser (La.)
Lake Wylie Pilot (S.C.)
Laramie Daily Boomerang (Wyo.)
Laredo Morning Times (Texas)
Las Cruces Sun-News (N.M.)
Lexington Dispatch (Ky.)
Lexington Herald-Leader (Ky.)
KSAT.com (San Antonio)
KSFY.com (Sioux Falls, S.D.)
Media highlights

Ajay Kalra, professor of management at the Jones Graduate School of Business, was quoted on research showing that consumers give up on using new products because they overestimate their ability to learn how to use them before purchase.

Economics lecturer and Baker fellow Ken Medlock was quoted on aspects of the Gulf oil spill.
Media highlights

Lena Gohlman Fox Professor Bob Stein was quoted on term limits, the Obama Administration's drilling moratorium, the Texas gubernatorial race and the political potential of Texas' Latino population.

Bellaire Examiner (Texas)
Culturemap.com (Houston)
Daily Texan (Austin, Texas)
DailyTexan.com
El Paso Times (Texas)
KENS5.com (San Antonio)

KHOU-TV (Houston)
Leagle.com
Poten.com
Texas Monthly
UWire.com

University Professor Emeritus Robert Curl and George A. Peterkin Professor of Political Economics Dagobert Brito were quoted about their working paper discussing the use of a carbon tax to encourage a transition from coal-based electricity production to one based on natural gas.

Bellaire Examiner (Texas)
Culturemap.com (Houston)
Daily Texan (Austin, Texas)
DailyTexan.com
El Paso Times (Texas)
KENS5.com (San Antonio)

KHOU-TV (Houston)
Leagle.com
Poten.com
Texas Monthly
UWire.com

History Professor and Baker fellow Douglas Brinkley was quoted on the Gulf oil spill and the controversy surrounding Department of Agriculture official Shirley Sherrod.

The Oklahoman
CNN-TV's "Anderson Cooper 360"
Houston Business Journal
New York Times
NDTV.com

The Guardian (U.K.)
Washington Examiner
Fox Business Network's "Imus in the Morning"
Fox Business Network's "Cavuto"

The following were quoted in six or more media outlets:

William Arnold
Phil Bedient
Justin Cronin
Elaine Howard Ecklund
Michael Lindsay

Allen Matusow
Steve Murdock
Maria Oden
James Tour