News and Media

• Rice received approximately 2,000 media hits for the second consecutive month.
  • International coverage increased by 15 percent, with 365 placements in 13 foreign languages.
  • Rice media exposure touched people more than 2.4 billion times and was the equivalent of $39 million worth of advertising.
• Baker Institute fellows Amy Myers Jaffe and Doug Brinkley continued to comment on the gulf oil spill crisis and were quoted in more than 300 media outlets.
• The “Baby Bubbler,” a breathing device developed by five Rice engineering students for babies with underdeveloped lungs, was featured on the front page of the June 8 Houston Chronicle.
• Sophomore Anthony Rendon’s selection as National Player of the Year by Baseball America and as the 2010 American Baseball Coaches Association/Rawlings NCAA Division I Player of the Year generated coverage in 14 sports media outlets.

Multicultural Community Relations

• Some 300 high school students from the International Baccalaureate program at Aldine ISD, Project GRAD at HISD and Breakthrough Austin at Austin ISD attended three different college preparation events coordinated by MCR. Many of the students are the first in their families to apply to college.
Rice.edu

- During the first six months of 2010, rice.edu generated 7.94 million page views, up 8.25 percent from 2009.
- Rice.edu’s international audience has substantially increased. In the first six months of this year, users outside of the U.S. have accounted for 418,145 visits, up 21.1 percent from 2009.
- Rice’s presence continues to grow in the social media world with 3,190 mentions in June — 30 percent more than four months ago.
  - Twitter accounted for 46.8 percent of those June mentions.
- In the first six months of 2010, smart phones — i.e., iPhone, Android and BlackBerry — have accounted for 63,778 visits to rice.edu, or 1.4 percent of the site’s total traffic.

Creative Services

- Creative Services edited and designed the School of Social Sciences’ Centennial Campaign booklet to alert potential donors to specific giving opportunities. Since the 2008 launch, Creative Services has completed 33 Centennial Campaign projects.
- The establishment of the new Institute for Urban Research (IUR) called for a new image. Creative Services supplied graphic design, editorial support and photography for marketing materials, including business cards, stationery, a banner and the most recent version of the Houston Area Survey report.
- The latest edition of Owlmanac — containing profiles of the Association of Rice Alumni Laureates and new board members — was released in June. The magazine is distributed to some 40,000 Rice alumni.
Social media exposure

Monthly Positive by Channel

- Facebook: 383
- Twitter: 187
- YouTube: 60
- Blogs/Other: 1361
- MySpace: 0
- Digg: 0
- Buzz: 83

Total estimated impressions
March–June 2010

- Facebook: 100,000
- Twitter: 700,000
- Blogs: 300,000
- MySpace: 200,000
- Digg: 20,000
- Buzz: 100,000
Rice.edu visits: year-to-year trend


Popular features

Overall Web metrics*

<table>
<thead>
<tr>
<th></th>
<th>October</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>TOTALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors</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>464,783</td>
<td>415,113</td>
<td>4,635,479</td>
</tr>
<tr>
<td>Visits</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>670,778</td>
<td>635,465</td>
<td>6,948,861</td>
</tr>
<tr>
<td>Page views</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>1,213,375</td>
<td>1,129,562</td>
<td>12,476,376</td>
</tr>
<tr>
<td>Pages per visit</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>1.81</td>
<td>1.78</td>
<td>1.80</td>
</tr>
<tr>
<td>Average time</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>1:41</td>
<td>1:41</td>
<td>1:41</td>
</tr>
<tr>
<td>New visitors %</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>64.53%</td>
<td>60.65%</td>
<td>61.88%</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

TOTALS:
September 2007–June 2010
167 completed

June 2010

Web metrics | monthly report

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 conference
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
Campus map update
Recreation Center site
Jones School newsletter
Recreation Center virtual tour
BRC URL keys
Surls page
Alumni newsletter
Rice Magazine, No. 6
Common Reading

June:
Provost site update
Shepherd School site update
News and media relations

### Circulation numbers

- **Rice News**: 11,596
- **Dateline Rice**: 11,133
- **@Rice**: 29,224

January 2007–June 2010: up from **271** to **1,938** (615 percent)

### Media Hits

<table>
<thead>
<tr>
<th>Media</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>January</td>
</tr>
<tr>
<td>National</td>
<td>151</td>
</tr>
<tr>
<td>International</td>
<td>241</td>
</tr>
<tr>
<td>Local and state</td>
<td>305</td>
</tr>
<tr>
<td>Broadcast and webcast</td>
<td>68</td>
</tr>
<tr>
<td>Trade publications</td>
<td>193</td>
</tr>
<tr>
<td>Other U.S. coverage</td>
<td>568</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1,526</strong></td>
</tr>
</tbody>
</table>

*May’s spike was due to gulf oil spill coverage.*
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.

JUNE:
Ad value of print/Web stories: $38,870,022.42
Audience impressions: 2,405,770,419

Ad value of TV stories: $255,000.32
Estimated Nielsen households: 27,425,276

Total ad value: more than $39,125,022.74
Total number of people reached: more than 2,433,195,695

Cumulative totals (September–June)
Total ad value: more than $277,097,882.85
Total number of people reached: more than 5,714,910,625

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

- **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
History Professor and Baker fellow Douglas Brinkley was quoted on his op-ed about historian Stephen Ambrose, the clamor over Supreme Court nominee Elena Kagan’s college writings and the Gulf oil spill.

10/12 Magazine (Baton Rouge, La.)
1057EZRock (St. Catharines, Ontario)
14WFIE.com (Evansville, Ind.)
39Online.com (Houston)
590KLBJ.com (Austin, Texas)
5NewsOnline.com (Fort Smith, Ark.)
640Toronto.com (Toronto)
680News.com (Toronto)
975EZRock.com (London, Ontario)
ABC3340.com (Birmingham, Ala.)
Allegheny Times (Pa.)
Allentown Morning Call (Pa.)
American Heritage
Amherst Daily News (Nova Scotia)
Anchorage Daily News (Alaska)
CNN’s “Anderson Cooper 360°”
Anderson Independent-Mail (S.C.)
Arizona Daily Star
Arizona Daily Sun
Arlington Heights Daily Herald (Ill.)
Aspen Times (Colo.)
Atlanta Journal-Constitution
Atlantic Free Press
Austin American-Statesman (Texas)
BakersfieldNow.com (Bakersfield, Calif.)
Baltimore Chronicle & Sentinel
Baltimore Sun
BayNews9.com (Saint Petersburg, Fla.)
Belleville News-Democrat (Ill.)
Bellingham Herald (Wash.)
Billings Gazette (Mont.)
Biloxi Sun Herald (Miss.)
Bismarck Tribune (N.D.)
BloombergNews.com
BloombergPantagraph (Ill.)
Bradenton Herald (Fla.)
Brandon Sun (Manitoba)
Brazosport Facts (Texas)
Buffalo News (N.Y.)
Business Week
BX93.com (London, Ontario)
Canadian Press
Carbondale Southern Iliisan
CarolinaLive.com (Florence, S.C.)
CBC.ca
CBS11TV.com (Fort Worth, Texas)
CBS42.com (Birmingham, Ala.)
CBS8.com (San Diego)
CBSNews.com
Chambersburg Public Opinion (Pa.)
Charlotte Observer (N.C.)
Coos Bay World (Ore.)
Corvallis Gazette-Times (Ore.)
CT.com (Waterbury, Conn.)
Dallas Morning News
Danbury News-Times (Calif.)
Dayton Daily News (Ohio)
Decatur Herald & Review (Ill.)
Denver Post
digitalBURG.com
Duluth News Tribune (Minn.)
Earthtimes.org
El Paso Times (Texas)
ElPasoInc.com
Fargo Forum (N.D.)
Financial Times
Florence TimesDaily (Ala.)
Forbes.com
Fort Wayne Journal Gazette (Ind.)
Fox11AZ.com (Tucson, Ariz.)
Fox12idaho.com (Nampa, Idaho)
Fox13Now.com (Salt Lake City)
Fox19.com (Cincinnati)
Fox28.com (Elkhart, Ind.)
Fox2Now.com (Saint Louis)
Fox41.com (Louisville, Ky.)
Fox43.com (York, Pa.)
Fox43TV.com (Virginia Beach, Va.)
Fox59.com (Indianapolis)
FoxToledo.com (Ohio)
Fresno Bee (Calif.)
Gainesville Sun (Fla.)
Gawker.com
GlobalResearch.com
Granby Sky-Hi Daily News (Colo.)
Hanover Evening Sun (Pa.)
Hartford Courant (Conn.)
HawaiiNewsNow.com
HeartlandConnection.com (Kirksville, Mo.)
Hendersonville Times-News (N.C.)
HI99.9.com (Terre Haute, Ind.)
Hilton Head Island Packet (S.C.)
History News Network
Houma Courier
Houston Chronicle
Huffington Post
Idaho Statesman
International Herald Tribune
Jamestown Sun (N.D.)
Kansas City Star (Mo.)
KansasCW.com (Wichita, Kan.)
KASA.com (Santa Fe, N.M.)
KATU.com (Portland, Ore.)
KCBSRadio.ca (Trail, British Columbia)
KCBA.com (Salinas, Calif.)
Media highlights

Douglas Brinkley, continued

KCBD.com (Lubbock, Texas)
KCBY.com (Coos Bay, Wash.)
KCOY.com (Santa Maria, Calif.)
Kelowna.TheSun.net
(Kelowna, British Columbia)
KEPRTV (Pasco, Wash.)
KHOU.com (Houston)
KHQ.com (Spokane, Wash.)
KIDK.com (Idaho Falls, Idaho)
KIMATV.com (Yakima, Wash.)
KIONRightNow.com (Salinas, Calif.)
KIROTV.com (Seattle)
KLEC.com (Lewiston, Idaho)
KLKNTV.com (Lincoln, Neb.)
KMR6 (Palm Desert, Calif.)
KMPH.com (Fresno, Calif.)
KNDU.com (Richland, Wash.)
KOAMTV.com (Pittsburg, Kan.)
KOTATV.com (Rapid City, S.D.)
KPIC.com (Eugene, Ore.)
KPLCTV.com (Lake Charles, La.)
KTIV.com (Sioux City, Iowa)
KTLA.com (Los Angeles)
KTV5.com (Tyler, Texas)
KTTC.com (Rochester, Iowa)
KTUU.com (Anchorage, Alaska)
KTVN.com (Reno, Nev.)
KTVU.com (Oakland, Calif.)
KWCH-TV.com (Hutchinson, Kan.)
KWQC.com (Davenport, Iowa)
KWWL.com (Waterloo, Iowa)
KXAN.com (Austin, Texas)
KXVV.com (Waco, Texas)
Lafayette Daily Advertiser (La.)
Lake Wylie Pilot (S.C.)
Lakeland Ledger ( Fla.)
Laramie Boomerang (Wyo.)
Le Figaro (France)
Lebanon Daily News (Pa.)
Lethbridge Herald (Canada)
Lexington Dispatch (Ky.)
Lexington Herald-Leader (Ky.)
Live5News.com (Charleston, S.C.)
Lompoc Record (Calif.)
Longview Daily News (Texas)
Los Angeles Times

Lubbock Avalanche-Journal (Texas)
Maclean's
Marin Independent Journal (Calif.)
Merced Sun-Star (Calif.)
Midland Daily News (Mich.)
MidlandsConnect.com
(Columbia, S.C.)
Modesto Bee — Online (Calif.)
Moose Jaw Times-Herald (Canada)
Mother Jones
MSNBC's "Morning Joe"
Muscatine Journal (Iowa)
MyFox11.com (Santa Maria, Calif.)
MyFox47.com (Rochester, Iowa)
MyFoxAl.com (Birmingham, Ala.)
MyMotherLode.com (Calif.)
MySouthwestGa.com (Albany, Ga.)
National Public Radio's "On Point"
NBC-2.com (Fort Myers, Fla.)
NebraskaTV.com (Axtell, Neb.)
New York Times
News25.us (Henderson, Ky.)
News889.com (Saint John, New Brunswick)
NewsChannel8.com (Arlington, Wash.)
Newsday (Melville, N.Y.)
NewsGuide.com
NewsOn6.com (Tulsa, Okla.)
NewsTalkRadioWHIO-AM
(Dayton, Ohio)
NewsWest9.com (Midland, Texas)
Nola38.com (Metairie, La.)
Norfolk Virginian-Pilot (Va.)
North County Times (Calif.)
Oakland Press (Mich.)
Ocala.com (Fla.)
Omaha World-Herald (Neb.)
OneNewsNow.com
Opelousas Daily World (La.)
OptionsNewsNetwork.com
Orlando Sentinel (Fla.)
Palm Beach Post (Fla.)
Penticton.MyEZRock.com
(Penticton, British Columbia)
Phil.com
PhillyBurbs.com
Politico.com
Press of Atlantic City (N.J.)
Product Design & Development
Provo Daily Herald (Utah)
Punch.com
Q13Fox.com (Tacoma, Wash.)
Rapid City Journal (S.D.)
Reading Eagle (Pa.)
RealClearPolitics.com
Rock Hill Herald (S.C.)
Roseburg News-Review (Ore.)
Sacramento Bee (Calif.)
Salen News (Mass.)
SalmonArm.MyEZRock.com
(Salmon Arm, British Columbia)
Salon.com
San Diego Union-Tribune (Calif.)
San Gabriel Valley Tribune (Calif.)
San Jose Mercury News (Calif.)
San Luis Obispo Tribune (Calif.)
Santa Cruz Sentinel (Calif.)
Santa Maria Times (Calif.)
Sarasota Herald-Tribune (Fla.)
Sayre Morning Times (Pa.)
Sify.com
Silicon Alley Insider
Silk.fm (Kelowna, British Columbia)
Spartanburg Herald-Journal (S.C.)
Stamford Advocate (Conn.)
Summit Daily News (Colo.)
Tacoma News Tribune (Wash.)
The First Post (U.K.)
The Greenwich Time (Conn.)
The Guardian (U.K.)
The Hill
The Missoulian (Mont.)
The Olympian (Wash.)
The33TV.com (Dallas)
TheCWAustin.com (Austin, Texas)
ToledoOnTheMove.com
(Toledo, Ohio)
TransWorldNews.com
Tri-City Herald — Online
Truro Daily News (Nova Scotia, Canada)
Tuscaloosa News (Fla.)
Associate Director of the Rice Energy Program and Baker fellow Amy Myers Jaffe was quoted on the gulf oil spill.
Media highlights

Amy Myers Jaffe, continued

1010WINS.com (New York)
1057EZRock (St. Catharines, Ontario)
10News.com (San Diego)
14WFIE.com (Evansville, Ind.)
2TheDeuce.com (Denver)
39Online.com (Houston)
3News.co.za (New Zealand)
4029TV.com (Fort Smith, Ark.)
570News.com (Kitchener, Ontario)
5NewsOnline.com (Fort Smith, Ark.)
610CKTB.com (St. Catharines, Ontario)
630CHED.com (Alberta)
640Toronto (Ontario)
923JackFM.com (Smith Falls, Ontario)
975EZRock.com (London, Ontario)
ABC12.com (Flint, Mich.)
ABC3340.com (Birmingham, Ala.)
ABCNews.com
Abilene Reporter-News (Texas)
Akon Beacon Journal (Ohio)
Alaska Journal of Commerce
Albany Times Union (N.Y.)
Allegheny Times (Pa.)
Allentown Morning Call (Pa.)
AM1150 (Kelowna, British Columbia)
Amherst Daily News (Nova Scotia)
Anchorage Daily News
(Anchorage, Alaska)
AOL.com
Arizona Daily Star
Arizona Daily Sun
Arlington Public Broadcasting Service
BakersfieldNow.com
(Bakersfield, Calif.)
Baltimore Sun
BayNews9.com (Fla.)
Biloxi Sun Herald (Miss.)
Black Enterprise Magazine
Boston Globe
Boulder Daily Camera (Colo.)
Brandon Sun (Manitoba)
Bryan-College Station Eagle (Texas)
BX93.com (London, Ontario)
Canadian Press
Caribbean Business
Casper Star-Tribune (Wyo.)
CBS8.com (San Diego)
CBSAtlanta.com (Atlanta)
CBSNews.com
Chambersburg Public Opinion (Pa.)
Channel3000.com (Madison, Wis.)
Charlotte Observer (N.C.)
Chicago Tribune
Chico Enterprise Record (Calif.)
China Post
CHOM.com (Montréal)
CJAD.com (Montréal)
CJBK.com (London, Ontario)
CJFW.ca (Terrace, British Columbia)
CJOB.com (Winnipeg, Manitoba)
Click2Houston.com (Houston)
ClickOnDetroit.com (Detroit)
ClickOrlando.com (Fla.)
CNBC.com
Columbia Daily Tribune (Mo.)
Columbia Missourian (Mo.)
Connecticut Post
Contra Costa Times (Calif.)
Corvallis Gazette-Times (Ore.)
CountOn2.com (Mount Pleasant, S.C.)
Creston Valley Advance (British Columbia)
Dallas Morning News
Danbury News-Times (Conn.)
Dayton Daily News (Ohio)
Denton Record-Chronicle (Texas)
Denver Post
EIUViewswire.com
El Paso Times (Texas)
CBC.ca
Hawaiianewsn.com
Hendersonville Times-News (N.C.)
Houma Courier
Hudson Telegraph (N.H.)
Indy.com
Inland Valley Daily Bulletin (Ontario)
iStockAnalyst.com
Jamestown Sun (N.D.)
Journal Times — Online
JustNews.com
KAALTV.com (Austin, Iowa)
San Gabriel Valley Tribune (Calif.)
San Jose Mercury News (Calif.)
SanDiego.com
Santa Cruz Sentinel (Calif.)
Sarasota Herald-Tribune (Fla.)
Sayre Morning Times (Pa.)
Seattle Post-Intelligencer
Seattle Times
Silk.fm (Kelowna, British Columbia)
Silver City Sun-News (N.M.)
Sky-Hi Daily News (Colo.)
Spartanburg Herald-Journal (S.C.)
Squamish Chief (British Columbia)
St. Louis Post-Dispatch
St. Paul Pioneer Press (Minn.)
St. Petersburg Times (Fla.)
Stamford Advocate (Conn.)
Summit Daily News (Colo.)
Tacoma News Tribune (Wash.)
Taiwan News
Taunton Daily Gazette (Mass.)
Texarkana Gazette (Texas)
The Economist
The33TV.com (Dallas)
TheBostonChannel.com
TheDenverChannel.com
TheIndianaChannel.com (Indiana)
ThePittsburghChannel.com
Thibodaux Daily Comet (La.)
Times of Northwest Indiana
TownHall.com
Tri-City Herald (Kennewick, Wash.)
Truro Daily News (Nova Scotia)
TurnTo23.com (Bakersfield, Calif.)
Tuscaloosa News (Fla.)
TXCN.com
Uniontown Herald-Standard (Pa.)
Vacaville Reporter (Calif.)
Vail Daily (Colo.)
VirginRadio999.com (Ontario)
WAFB.com (Baton Rouge, La.)
WAFF.com (Huntsville, Ala.)
WAPT.com (Jackson, Miss.)
Warren Tribune Chronicle (Ohio)
Washington Examiner
Media highlights

Amy Myers Jaffe, continued

Kamloops Daily News (British Columbia)
KATC.com (Colorado Springs, Colo.)
KATU.com (Portland, Ore.)
KBSRadio.ca (Trail, British Columbia)
KCBA.com (Salinas, Calif.)
KCCI.com (Des Moines, Iowa)
KCOY.com (Santa Maria.com)
KCRA.com (Sacramento, Calif.)
KCTV5 (Kansas City, Mo.)
KDRV.com (Denver)
KelownaTheSun.net (British Columbia)
KEPTRV.com (Paso, Wash.)
KETV.com (Omaha, Neb.)
KFOR.com (Oklahoma City)
KFOX.TV.com (El Paso, Texas)
KGW.com (Portland, Ore.)
KHQ.com (Spokane, Wash.)
KIDK.com (Idaho Falls, Idaho)
KIMATV.com (Yakima, Wash.)
KIRO.com (Seattle)
KITV.com (Honolulu)
KJCT8.com (Grand Junction, Colo.)
KLBJFM (Austin, Texas)
KLEWTV.com (Lewisville, Idaho)
KLFY.com (Lafayette, La.)
KLKNTV.com (Lincoln, Neb.)
KLV-TV (Tyler, Texas)
KMBC.com (Kansas City, Mo.)
KMPH.com (Fresno, Calif.)
KOAT.com (Albuquerque, N.M.)
KOB.com (Albuquerque, N.M.)
KPHO.com (Phoenix)
KPIC.com (Eugene, Ore.)
KPLCTV.com (Lake Charles, La.)
KPLR11.com (St. Louis)
KPTV.com (Portland, Ore.)
KRDO.com (Colorado Springs, Colo.)
KRISTV.com (Corpus Christi, Texas)
KSAT.com (San Antonio)
KSBW.com (Salinas, Calif.)
KSBY.com (San Luis Obispo, Calif.)
KSFY.com (Sioux Falls, S.D.)
Nevada Appeal
New York Times

KSLA.com (Shreveport, La.)
KSWT.com (Yuma, Ariz.)
KTEN.com (Denison, Okla.)
KTBA.com (Los Angeles)
KTE.com (Lufkin, Texas)
KTVQ.com (Billings, Mont.)
KTVP.com (Oakland, Calif.)
KTVZ.com (Bend, Ore.)
KVAL.com (Eugene, Ore.)
KVI.com (El Paso, Texas)
KWCH.com (Hutchinson, Kan.)
KWQC.com (Davenport, Iowa)
KWWL (Waterloo, Iowa)
KXLY.com (Spokane, Wash.)
KXXV.com (Waco, Texas)
Lakeland Ledger (Fla.)
Las Cruces Sun-News (N.M.)
Lethbridge Herald (Alberta)
Lex18.com (Lexington, Ky.)
Lexington Dispatch (Ky.)
LocalNews8.com (Idaho Falls, Idaho)
Long Island Press (N.Y.)
Los Angeles Times
Lowell Sun (Mass.)
Maclean's
Marietta Daily Journal (Ga.)
Marin Independent Journal (Calif.)
MaximumEdge.com
Maysville Ledger Independent (Ky.)
Minneapolis Star Tribune
MLive.com
Mobile Press-Register (Ala.)
Montgomery Advertiser (Ala.)
Moose Jaw Times-Herald (Saskatchewan)
MyFox11.com (Santa Maria, Calif.)
MyFox47.com (Rochester, Minn.)
MyMotherLode.com
MyPhil17.com (Philadelphia)
MyQ2.com
MySunCoast.com (Sarasota, Fla.)
NBC’s “Today Show”
Nebraska.tv (Axtell, Neb.)
Neftegaz.ru
San Francisco Chronicle
San Francisco Examiner
New Zealand Herald
Newport News Daily Press (Va.)
News4Jax.com (Jacksonville, Fla.)
News889 (New Brunswick)
NewsChannel8.com (Tulsa, Okla.)
NewsOn6.com (Tulsa, Okla.)
NewsWest9.com (Midland, Texas)
Newton New Jersey Herald
NOLA38.com (New Orleans)
Norristown Times Herald (Pa.)
North Adams Transcript
North County Times (Calif.)
Norwalk Hour (Conn.)
NW32 (Portland, Ore.)
Ocala.com
Oldies1310.com (Ottawa, Ontario)
OneNewsNow.com
Orlando Sentinel (Fla.)
Palm Beach Post (Fla.)
Parish County Daily Record (N.J.)
Pasadena Star-News (Calif.)
Penticton.MyEZRock.com
(Penticton, British Columbia)
Philly.com
Phillyburbs.com
Piedmont Parent (Mass.)
Prince Albert Daily Herald (Saskatchewan)
ProgressiveFarmer.com
Puerto Rico Daily Sun
Q13Fox.com (Tacoma, Wash.)
R&D Magazine
Reading Bureau Daily Times
Chronicle (Mass.)
Reading Eagle (Pa.)
Reuters
Rigzone.com
Roseburg News-Review (Ore.)
SalmonArm.MyEZRock.com
(Salmon Arm, British Columbia)
Salon.com
San Antonio Express-News
San Bernardino Sun (Calif.)
San Diego Union-Tribune (Calif.)
**Media highlights**

**Amy Myers Jaffe, continued**

WJACTV.com (Johnstown, Pa.)
WJBF.com (Augusta, Ga.)
WJLA.com (Arlington, Va.)
WKOW.com (Madison, Wis.)
WKRG.com (Mobile, Ala.)
WLWT.com (Cincinnati)
WMTW.com (Poland Spring, Maine)
WMUR.com (Manchester, N.H.)
WNEM.com (Bay City, Mich.)
WNEP.com (Scranton, Pa.)
WNYT.com (Albany, N.Y.)
WOKV.com (Jacksonville, Fla.)
WPBF.com (West Palm Beach, Fla.)
WPTZ.com (North Pole, N.Y.)
WPXI.com (Pittsburgh)
WQAD.com (Moline, Ill.)
WHNT.com (Huntsville, Ala.)
WHOTV.com (Des Moines, Iowa)
WIBC.com (Indianapolis)
Winter Haven News Chief (Fla.)
Wisconsin State Journal
Winnipeg Free Press

Waterbury Republican-American (Conn.)
Waterloo Region Record (Ontario)
WBALTV.com (Baltimore)
WBOC.com (Salisbury, Md.)
WBTV.com (Charlotte, N.C.)
WBZTV.com (Boston)
WDAM.com (Laurel, Miss.)
WDBJ7.com (Roanoke, Va.)
WDSU.com (New Orleans)
WEHT-TV (Henderson, Ind.)
WESH.com (Orlando)
WFAA.com (Dallas)
WFMZ.com (Allentown, Pa.)
WFSB.com (Rocky Hill, Conn.)
WFTV.com (Orlando, Fla.)
WGAL.com (Lancaster, Pa.)
WGNTV.com (Chicago)
WHOTV.com (Dayton, Ohio)
Whistler Question (British Columbia)
Whittier Daily News (Calif.)
Winston-Salem Journal (N.C.)
WRCBTtv.com (Chattanooga, Tenn.)
WREG.com (Memphis, Tenn.)
WSBTV.com (Atlanta)
WSMV.com (Nashville, Tenn.)
WSOCTV.com (Charlotte, N.C.)
WTKR.com (Norfolk, Va.)
WTOV9.com (Wheeling, W.Va.)
WTVM.com (Columbus, Ga.)
WTVR.com (Richmond, Va.)
WTXL.tv (Tallahassee, Fla.)
VVVA.com (Bluefield, W.Va.)
WWLTV.com (New Orleans)
WXII12.com (Greensboro, N.C.)
WYFF4.com (Greenville, S.C.)
Yahoo! Canada
Yahoo! Finance
Yahoo! Green
Yahoo! India
WICS-TV (Springfield, Ill.)
Wilkes Barre Times Leader (Pa.)

**Political Science Professor Mark Jones** was quoted on the Republican stance on illegal immigration and the role it will play in upcoming elections; the Green Party’s uphill battle to get on the Texas ballot; the Texas gubernatorial race; Arizona’s immigration legislation; Secretary of State Hillary Clinton’s political career; the Argentinian government’s appointment of Héctor Timerman; a ban on hiring or renting property to illegal immigrants in Fremont, Neb.; the gulf oil spill; and the possibility that President Barack Obama may grant amnesty to illegal immigrants via executive order.

ADVFN.com
Austin American-Statesman (Texas)
Climatewire.com
Dallas Morning News
Denton Record-Chronicle (Texas)
Denville Post Chronicle (N.J.)
Energy-pedia.com
Engineering News-Record
Examiner.com
Focus Information Agency
Fox Business Network
Global Finance Magazine
Reuters

IH Ned
KENS5.com (San Antonio)
KHOU.com (Houston)
KNAU.org (Flagstaff, Ariz.)
KPRC-TV (Houston)
KTRH-AM
KVUE.com (Austin)
KWMU.org (St. Louis)
KXLN-TV
Malaysian Insider
MEDLOCK
MSNBC.com
Muzi.com
MyFoxHouston.com (Houston)
Sharenet.co.za

Structured Products — Online
The US Daily
USA Today
Wall Street Journal
WOUB.org (Athens, Ohio)
WXEL.org (West Palm Beach, Fla.)
Yahoo! Canada
Yahoo! News
Yahoo! News Australia
Yahoo! News UK and Ireland
Yahoo!Xtra
NASDAQ.com
Offshore Engineer
English Professor Justin Cronin was featured for “The Passage,” his first entry in a postapocalyptic vampire trilogy.

KATU-TV (Portland, Ore.)
Alameda Times-Star (Calif.)
Albany Business Review (N.Y.)
Anchorage Daily News (Alaska)
Arizona Republic
Austinist.com
Baltimore Business Journal
Belleville News-Democrat (Ill.)
Bellingham Herald (Wash.)
Boston Globe
Boston Herald
Bowen Hills Courier-Mail (Brisbane, Australia)
Brisbane Courier-Mail (Australia)
Cayman Observer
Centre Daily Times (Pa.)
Charlotte Observer (N.C.)
Chicago Tribune
Concord Monitor (Mass.)
Contra Costa Times (Calif.)
Columbus Ledger-Enquirer (Ohio)
Dallas Morning News
Denton Record-Chronicle (Texas)
Deutsche Presse Agentur
Edmonton Journal
Federal News Service
Fort Worth Star-Telegram (Texas)
Hayward Daily Review (Calif.)
Iowa City Press-Citizen (Iowa)
Kansas City Star (Mo.)
KeepMedia.com
Lake Wylie Pilot (S.C.)
Lakeland Ledger (Fla.)
Lansing State Journal (Mich.)
Lexington Herald-Leader (Ky.)
Louisville Courier-Journal (Ky.)
Macon Telegraph (Ga.)
Merced Sun-Star (Calif.)
Miami Herald
Modesto Bee (Calif.)
Montreal Gazette
Myrtle Beach Sun News (S.C.)
National Post (Toronto, Canada)
National Public Radio’s “Weekend Edition”
New Hampshire Public Radio
New York Times
Oakland Tribune (Calif.)
Ottawa Citizen
Pittsburgh Post-Gazette
Portsmouth Herald (N.H.)
Poughkeepsie Journal (N.Y.)
Prime Time Newspapers
HuntingtonNews.net
Idaho Statesman
Indian Express (India)
InsideBayArea.com

Rebecca Richards-Kortum — the Stanley C. Moore Professor of Bioengineering, professor of electrical and computer engineering, and director of Rice 360° — was quoted on Rice research to modify an off-the-shelf digital camera that lets doctors easily distinguish cancerous cells from healthy cells.

CNET.com
Computerworld Australia — Online
DerStandard.at
Diagnostics Focus
Environment News Service
Gaea Times
Gizmodo
Infohightech.com
Medindia.com
Nanotechnology Now
PhysOrg.com
ProductReviews
R&D Magazine
ScienceDaily
Technology Digital
Techworld
United Press International
Yahoo! German
Yahoo! India
Media highlights

Steve Murdock, the Allyn and Gladys Cline Professor of Sociology, was quoted on U.S. Census findings, education and poverty in Texas, population gains in Texas, and Texas' dropout rate.

39Online.com (Houston)
ABC12.com (Flint, Mich.)
ABC40.com (Bryan/College Station, Texas)
Amarillo Globe-News (Texas)
Assyrian International News Agency
Beaumont Enterprise (Texas)
Boston Herald
Brazosport Facts (Texas)
CBS11TV.com (Fort Worth, Texas)
CentralTexasNow.com (Temple, Texas)
Defiance Crescent-News (Ohio)
Dickinson Press (N.D.)
Federal News Service
Fort Worth Star-Telegram (Texas)
Genetic Engineering & Biotechnology News
Houston Chronicle
Human Events
KCBD.com (Lubbock, Texas)
Kearney Daily Hub (Neb.)
KENS5.com (San Antonio)
Victoria Advocate (Texas)

KTRE.com (Lufkin, Texas)
KVUE.com (Austin, Texas)
KWES.com (Midland, Texas)
KWTX.com (Waco, Texas)
KXXV.com (Waco, Texas)
Marietta Daily Journal (Ga.)
MyFoxHouston.com (Houston)
MyFoxLubbock.com (Lubbock, Texas)
National Review
NewsMax.com
Newswire.co.nz
Norristown Times Herald (Pa.)
NTXe-News.com
Odessa American (Texas)
PhysOrg.com
PrimeTimeNewspapers.com
San Antonio Express-News
ScrippsNews.com
Sherman Herald Democrat (Texas)
USA Today
Ventura County Star ( Calif.)

Jim Tour, the T.T. and W.F. Chao Professor of Chemistry and professor of mechanical engineering and materials science and of computer science, was mentioned on the topic of graphene research.

Chemie.DE
Chemistry World
Deccan Chronicle
EDN.com
Electronic Component News
ElectronicsWeb.com

Embedded Technology
Michigan Catholic
MIT Technology Review
Nanotechnology Now
R&D Magazine

Economics lecturer and Baker fellow Ken Medlock was quoted on aspects of the gulf oil spill, Qatar liquefied natural gas cutbacks, the Obama administration’s six-month deepwater drilling moratorium and Congress’ wide-ranging overhaul of derivatives regulation.

Climatewire.com
Energy-pedia.com
Engineering News-Record
Financial Times
IHned

Reuters
Sharenet.co.za
Structured Products
Yahoo! News Australia
Yahoo! News UK and Ireland

KNAU.org (Flagstaff, Ariz.)
Offshore Engineer
Yahoo!Xtra
Bob Stein, the Lena Gohlman Fox Professor of Political Science, was quoted on the Texas Green Party’s attempts to get on the ballot, the Texas gubernatorial race, Maryland’s new early voting rules and term limits in Houston.

Baker fellow Joan Neuhaus Schaan was quoted on the story of a Houston man accused of wanting to travel to the Middle East to join an extremist group, the effect of Mexican drug cartel activity on Texas water supplies and U.S. border security.

Matteo Pasquali, professor of chemical and biomolecular engineering and of chemistry, was quoted on research on polymer beading.

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