Rice.edu

Hot in the blogs
The Web Design News blog featured Rice University’s website in its “Showcase of Beautiful University Websites,” a list of the 40 most striking education websites. Higher education blogger Patrick Powers cited President David Leebron among his favorite university presidents who tweet.

Social media frenzy
Add Instagram to the list of social media tools where Rice University can be found. The university has already snapped more than 30 images with the mobile device application that allows users to take pictures and add artistic filters before sharing them with friends. To join the fun, simply add the hash-tag #riceuniversity to your Instagram shots at Rice University.

For the second time in six months, a Rice News story went viral. The article, “Rice parleys sun’s saving grace into autoclave,” had 24,780 page views in May after being shared on slashdot.org – a social media site that allows users to “post news for nerds.” So far, it is the most popular story to be featured on rice.edu in 2011.

Can you spot the president?
A recent contest on Rice’s Facebook page awarded centennial t-shirts to those who could spot President Leebron in an old football photo.

Whoa knew?
Tommy Lavergne’s image of three baby owls was the most popular feature on rice.edu in June with 12,146 page views. See the photo below and on page 4.

Front-page blockbusters

- June 14 New York Times “On college forms, a question of race, or races, can perplex”
- June 13 Houston Chronicle’s Star section “Owlets are making appearances”
- June 2 Houston Chronicle, “Program turns Texas into cancer research powerhouse,” followed by June 6 editorial
- May 18 Houston Chronicle’s City & State photo and blurb of the groundbreaking for artist James Turrell’s skyspace at Rice
Parade successes
University Relations represented Rice and the Centennial Celebration at the May 22 Houston Art Car Parade with an entry entitled “Centennial Sammy,” a 1912 Model T loaned by Houstonian Don Adcock. The Orange Show Foundation estimated attendance at 300,000 for this year’s parade.

Houston’s Pride Parade was named “one of the top 10 events to attend in Houston for 2011” by the city’s convention and visitors bureau. University Relations organized a proud team of Rice alumni, students, staff and faculty who rode on a float featuring the image of Rice alumna Mayor Annise Parker and banners promoting the university’s 2012 Centennial. Pride Houston organizers reported that the event drew more than 150,000 spectators.

Parents & Families
An important audience for Rice was better served this summer when the first issue of Rice Parents & Families made its debut in mailboxes around the world. Families of all current Rice undergraduates and incoming freshmen are the audience for the new six-page, full-color newsletter. Each issue will include stories about student life, activities on campus and upcoming events and dates, as well as a message from Dean of Undergraduates John Hutchinson.

Public Affairs produced the newsletter with support from the Office of Resource Development. The next issue is scheduled to be published in mid-September.
Thanks to contests and a more conversational approach to posting content, Rice University has nearly doubled the amount of its interactions on Facebook. Rice averaged 20.6 comments or likes per post in June, compared with 11.4 in February.

<table>
<thead>
<tr>
<th>Media</th>
<th>Total Positive Impressions* (YTD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>275,210</td>
</tr>
<tr>
<td>Twitter</td>
<td>1,963,584</td>
</tr>
<tr>
<td>Blogs</td>
<td>251,184</td>
</tr>
<tr>
<td>YouTube</td>
<td>83,520</td>
</tr>
<tr>
<td>Reddit</td>
<td>25</td>
</tr>
<tr>
<td>Digg</td>
<td>577</td>
</tr>
</tbody>
</table>

*Estimated

The data below was gathered from 21 sites on which Public Affairs has implemented Google Analytics tracking. For more details, contact Sean Rieger at seanr@rice.edu.

Rice.edu: year-to-year trend

<table>
<thead>
<tr>
<th>Month</th>
<th>Visitors</th>
<th>Visits</th>
<th>Page views</th>
<th>Pages per visit</th>
<th>Average time</th>
<th>New visitors %</th>
</tr>
</thead>
<tbody>
<tr>
<td>October</td>
<td>590,304</td>
<td>878,560</td>
<td>1,627,542</td>
<td>1.85</td>
<td>1:36</td>
<td>62.36%</td>
</tr>
<tr>
<td>November</td>
<td>616,378</td>
<td>909,991</td>
<td>1,693,225</td>
<td>1.86</td>
<td>1:38</td>
<td>63.13%</td>
</tr>
<tr>
<td>December</td>
<td>496,717</td>
<td>715,780</td>
<td>1,387,620</td>
<td>1.94</td>
<td>1:44</td>
<td>64.18%</td>
</tr>
<tr>
<td>January</td>
<td>537,432</td>
<td>797,477</td>
<td>1,475,482</td>
<td>1.85</td>
<td>1:85</td>
<td>62.66%</td>
</tr>
<tr>
<td>February</td>
<td>500,006</td>
<td>753,251</td>
<td>1,347,852</td>
<td>1.79</td>
<td>1:79</td>
<td>61.29%</td>
</tr>
<tr>
<td>March</td>
<td>562,842</td>
<td>842,265</td>
<td>1,550,889</td>
<td>1.84</td>
<td>1:33</td>
<td>61.93%</td>
</tr>
<tr>
<td>April</td>
<td>526,972</td>
<td>796,350</td>
<td>1,290,067</td>
<td>1.81</td>
<td>1:37</td>
<td>61.07%</td>
</tr>
<tr>
<td>May</td>
<td>497,978</td>
<td>708,786</td>
<td>1,290,365</td>
<td>1.82</td>
<td>1:35</td>
<td>65.02%</td>
</tr>
<tr>
<td>June</td>
<td>418,093</td>
<td>642,701</td>
<td>1,119,643</td>
<td>1.74</td>
<td>1:34</td>
<td>60.32%</td>
</tr>
</tbody>
</table>

*Totals reflect the past nine months of measurements.
Popular features

Tommy Lavergne’s photo of three newly hatched owls on campus received more than 12,000 page views.

CIRCULATION NUMBERS
Rice News: 9,878
Dateline Rice: 8,928

Media hits: trends

June 2011 is up 1,120 percent from January 2007.
Media hits: monthly results

Each month we analyze media activities in many ways: by date, state, country, category, media, medium, type and designated market area. Here are two examples that show the impact of online news sources and the growing trend for more in-depth coverage of Rice.

<table>
<thead>
<tr>
<th>Media</th>
<th>March-April</th>
<th>May-June</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>253</td>
<td>345</td>
</tr>
<tr>
<td>International</td>
<td>487</td>
<td>938</td>
</tr>
<tr>
<td>Local and state</td>
<td>795</td>
<td>809</td>
</tr>
<tr>
<td>Trade publications</td>
<td>188</td>
<td>222</td>
</tr>
<tr>
<td>Other U.S. coverage</td>
<td>1,518</td>
<td>2,393</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>3,241</strong></td>
<td><strong>4,707</strong></td>
</tr>
</tbody>
</table>

**NEWS BY MEDIUM**

Online continues to be the most important source of news about Rice, with about 82 percent of hits coming from that medium.

**NEWS BY SUBJECT**

General news about Rice dominates the coverage, but stories about the Owls Athletics program remains strong.

*Jones School was picked up in two searches due to their official name change.*
Media highlights

**Futurity.org**  
Rice had eight more stories featured on Futurity.org, which showcases “Breaking News from the Future,” for a total of 90 placements since June 2009 when Futurity was inaugurated.

**Baker Institute experts**  
Edward Djerejian, founding director of the James A. Baker III Institute for Public Policy, was interviewed on Bloomberg Radio and Bloomberg-TV’s “Bloomberg Bottom Line With Mark Crumpton” about the death of Osama bin Laden. Djerejian also appeared on Bloomberg-TV’s "InBusiness with Margaret Brennan,” CNN-TV’s “Newsroom” and CNN Europe to discuss a Middle East policy speech by President Barack Obama.

Amy Myers Jaffe, the Wallace S. Wilson Fellow in Energy Studies at the Baker Institute, appeared on “NBC Nightly News with Brian Williams” and CNN.com about the price of gasoline.

**Rice in the pros**  
Lovett College senior James Casey was profiled for his career in football in a Houston Chronicle article appearing on the front of the sports section.

**CNN-TV**
CNN-TV’s "The Situation Room with Wolf Blitzer" and was quoted in articles appearing in Reuters and

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Ad value and impressions

**MAY–JUNE 2011**
Ad value of print/Web stories: $92,183,243.01  
Audience impressions*: 121,188,541,685

Ad value of TV stories: $947,940.27  
Estimated Nielsen households: 15,978,204

Total ad value: more than $93,131,183.28  
Total impressions: more than 121,127,383,418

**Cumulative total**  
(September 2009–June 2011)
Total ad value: more than $726,791,708  
Total impressions: more than 302,094,019,844

*An impression is a human contact.

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Star faculty media coverage

Amy Myers Jaffe — 355  
Daniel Beal — 253  
Neal Lane — 221  
Utpal Dholakia — 131  
Ken Medlock — 95  
Jill Carroll — 95  
Mark Jones — 86  
Randy Stevenson — 67  
Elaine Howard Ecklund — 62  
John Anderson — 52  
Pulickel Ajayan — 31  
Peter Wolynes — 25  
Justin Cronin — 21  
Naomi Halas — 20  
Dan Wallach — 20  
Edward Djerejian — 17  
Ric Stoll — 17  
Douglas Brinkley — 17  
Joan Neuhaus Schaan — 17  
Doug Schuler — 16  
Steve Murdock — 15  
James Tour — 12  
Scott Sonenshein — 11  
Alan Levander — 10  
Bob Stein — 10  
Lanny Martin — 10  
Vikas Mittal — 9  
Phil Bedient — 8  
Paul Padley — 7