Rice.edu

• Rice.edu tracked a record 1.57 million page views in November. That was 4,000 more page views than in September 2008, when the site received a boost in traffic from visitors seeking information about Hurricane Ike.

• A new Web site was launched to provide information about the ongoing merger discussion between Rice University and Baylor College of Medicine. The site generated 11,850 page views and was the second most popular item featured on the rice.edu home page this month.

• Rice’s Facebook page has topped 4,000 fans. The vast majority — 68 percent — are under age 34, and 43.4 percent live in Houston. That means Rice’s Facebook page has built a significant audience of young alumni, students and Houstonians.

Creative Services

• Since the Centennial Campaign was launched in 2007, Creative Services has completed more than 40 campaign projects. In November, they included a planned giving newsletter and multiple photography projects.

Multicultural Community Relations

• Tony Castilleja ’09 is the recipient of two recent awards thanks to nominations by MCR. He returned the favor by designating Rice for a $5,000 grant from Bank of America that will be used for an engineering mentorship program he cofounded and for MCR’s college admission and essay-writing camp for high school seniors. Castilleja received the Houston Mayor’s Volunteer Houston Award and Bank of America’s Local Heroes Award.
“A well-deserved congratulations to you and everyone involved in getting the word out! The coverage was indeed remarkable, and it has even trickled down to our early admission freshman applicants, many of whom cite the ZEROW HOUSE as their interest in our school.” — John Casbarian, dean of architecture, about ZEROW HOUSE coverage driven by Rice Media Relations.

When Rice News published a feature about a group of Facilities, Engineering and Planning staff members who spend their lunch hour knitting and crocheting helmet liners and afghans for U.S. troops overseas, at least five other Rice employees asked to join the group. And another employee asked if they would knit a helmet liner for her nephew in Afghanistan. “She said there’s a special place in heaven for us for our efforts,” said group organizer Nancy Burk. Thank you, Rice News readers.

Pictured from left are Nancy Burk, Rama Sundaresan, Jane Healey, Sau Mei Chan Lees, Linda Humphreys, Mindy Bailey, Rosa Gonzalez, Jewel Uhl-Chambers and Belinda Reyna.
Rice.edu page views: year-to-year trend

- Previous record page views in September 2008 due to Hurricane Ike (1.573 million)
- New record page views in November 2009 (1.577 million)

Popular features

- Virtual Tour home page
- Rice-BCM Home
- Who Knew?
- Centennial Campaign
- State of the University recap
- President’s message on merger
- Virtual Tour: Campus
- Rice celebrates homecoming
- Kiplinger rankings
- Early decision applications are...

Overall Web metrics*

<table>
<thead>
<tr>
<th></th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>TOTALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors</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>552,370</td>
<td>568,093</td>
<td>555,475</td>
<td>4,401,328</td>
</tr>
<tr>
<td>Visits</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>877,853</td>
<td>887,488</td>
<td>845,038</td>
<td>6,973,085</td>
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<tr>
<td>Page views</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>1,467,012</td>
<td>1,554,197</td>
<td>1,577,434</td>
<td>11,883,965</td>
</tr>
<tr>
<td>Pages per visit</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>
<td>1.75</td>
<td>1.87</td>
<td>1.70</td>
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<tr>
<td>Average time</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>1:40</td>
<td>1:41</td>
<td>1:49</td>
<td>1:45</td>
</tr>
<tr>
<td>New visitors %</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>58.16%</td>
<td>59.10%</td>
<td>60.59%</td>
<td>58.19%</td>
</tr>
</tbody>
</table>

*Metrics report reflects traffic to pages managed by Public Affairs over the past nine months.
November 2009

www.rice.edu progress: new sites/remodels

TOTALS:
September 2007–November 2009
146 completed
January 2009–November 2009
71 completed

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 Leebrohn’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
State of the University update
Faculty page update

November:
Provost search site
Rice–Baylor merger site
Google map virtual tour additions
BRC virtual tour
Recruiting: swimming
News and media relations

2009

<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>
<th>September</th>
<th>October</th>
<th>November</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>
<td>133</td>
<td>206</td>
<td>134</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>
<td>175</td>
<td>236</td>
<td>121</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>
<td>319</td>
<td>456</td>
<td>366</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>
<td>374</td>
<td>272</td>
<td>186</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>
<td>263</td>
<td>274</td>
<td>170</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>
<td>734</td>
<td>1,156*</td>
<td>539</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,028</td>
<td>1,168</td>
<td>1,864</td>
<td>1,397</td>
<td>817</td>
<td>1,318</td>
<td>1,442</td>
<td>1,656</td>
<td>1,998</td>
<td>2,600</td>
<td>1,516</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.

Media Hits

January 2007-November 2009: up from 241 to 1,516 (529 percent)

Circulation numbers

Rice News: 10,657
Dateline Rice: 10,520
@Rice: 27,579
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.

Due to an error by Vocus, the September–November ad values have been understated. December coverage will show higher ad values.

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**NOVEMBER:**

Ad value of print/Web stories: $1,319,531  
Audience impressions: 156,685,262

Ad value of TV stories: $791,698  
Estimated Nielsen households: 9,558,674

Total ad value: more than $2,111,229  
Total number of people reached: more than 166,243,936

**Cumulative totals (September–November)**

Total ad value: more than $5,980,118  
Total number of people reached: more than 650,650,776

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This chart classifies Rice media coverage by delivery method.

<table>
<thead>
<tr>
<th>Color Name</th>
<th>Value</th>
<th>Pct.</th>
<th>Color Name</th>
<th>Value</th>
<th>Pct.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic</td>
<td>1703</td>
<td>64.61</td>
<td>Magazine</td>
<td>100</td>
<td>3.79</td>
</tr>
<tr>
<td>Newspaper</td>
<td>393</td>
<td>14.91</td>
<td>Broadcast</td>
<td>92</td>
<td>3.49</td>
</tr>
<tr>
<td>Other</td>
<td>343</td>
<td>13.01</td>
<td>(international)</td>
<td>5</td>
<td>0.19</td>
</tr>
</tbody>
</table>

11/01/2009 to 11/30/2009

Source: Vocus report
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*
The News by DMA Chart shows the percentage breakdown of Rice print and broadcast coverage in major media markets, or designated market areas (DMA). National includes media like USA Today, CNN and Newsweek that have national audiences.
Media highlights

Political Science Professor Mark Jones was quoted on the presidential election in Uruguay, Houston’s mayoral election and the health care reform bill under debate in Congress. Jones also was quoted in two Spanish-language media outlets.

680WPTF.com (N.C.)
Amarillo.com (Texas)
Associated Press
Austin American-Statesman
Bay Ledger News (Fla.)
BayNews9.com (Fla.)
Baytown Sun (Texas)
Biloxi Sun Herald (Miss.)
Bloomberg.com
BlueRidgeNow.com (N.C.)
Boston Globe
Bradenton Herald (Fla.)
Brainerd Dispatch.com (Minn.)
Buenos Aires Herald
CBSNews.com
CFNews13.com (Fla.)
Channel8EyewitnessNews.com (Neb.)
Charlotte Observer (N.C.)
Chicago Tribune
Columbus Ledger Enquirer (Ga.)
Daily Ardmoreite (Okla.)
Daily Advance.com (S.C.)
DailyReflector.com (N.C.)
Del Rio News (Texas)
Denver Post (Colo.)
EnquirerHerald.com (S.C.)
FindLaw.com
Forbes.com
Fox12Idaho.com (Idaho)
Santa Rosa Press Democrat ( Calif.)
Seattle Post
StarNewsOnline (N.C.)
The Cabin Democrat (Ark.)
The Dispatch (Tenn.)
The Gaea Times
The Huffington Post
TheRecord.com (Ontario)
Thibodaux Daily Comet (La.)
Yahoo! News

Fox35.com (Va.)
Fox40.com (Calif.)
Fox6now.com (Wis.)
Gather.com
Hampton Roads News (Va.)
Houston Chronicle
InsideBayArea.com (Calif.)
iStockAnalyst.com
KAALtv.com (Iowa)
Kansas City Star
KCAU-TV.com (Iowa)
KFMB-TV.com (Calif.)
KHOJ.com
KJCT8.com (Colo.)
KotaTerritoryNews.com
KSWO.com (Texas/Oklahoma)
KSWT13News.com (Ariz.)
KUTT.com (Alaska)
KWES.com (Texas)
KXLN-TV (Texas)
KXLY.com (Wash.)
La Crosse Tribune (Wis.)
Lake Wylie Pilot (S.C.)
Lancaster County News (Pa.)
Las Cruces Sun (N.M.)
Lubbock Online
Miami Herald
Modesto Bee
Monterey County Herald
Times Record News (Maine)
Tri City Herald (Wash.)
Tulsa World
Waco Tribune
WGNTV.com (Chicago)
WHOTV.com (Iowa)
WLOXabc13.com (Miss.)
WOKVam690.com (Fla.)
WSTVnbc10.com (Ga.)
WTEN.com (N.Y.)

WVBCnbc3.com (Nev.)
MyFox11.com (Calif.)
MySunCoast.com (Fla.)
Netscape News
New York Times
News Tribune (Wash.)
NewsChannel5.com (Tenn.)
NewsChief.com (Fla.)
Newser.com
NewsTalk11.com (Maine)
NPR.org
OakRidger.com (Tenn.)
Omaha World
OneNewsNow.com
Oregon Public Radio
People PC Unlimited
Quad Cities Times (Iowa/Ill.)
Rocky Mountain News (Colo.)
San Diego Union-Tribune
San Francisco Chronicle
San Francisco Examiner
Matteo Pasquali, professor of chemical and biomolecular engineering and of chemistry, was quoted on his research to find new ways of dissolving carbon nanotubes without chemically modifying them and on the production of nanotubes on an industrial scale.

Bob Stein, the Lena Gohlman Fox Professor of Political Science, was quoted on various Houston and Harris County elections, early voting, polls on the Houston city controller and city council races, voter turnout, and the results of the Houston mayoral election and the mayoral runoff elections.
History Professor and Baker Fellow Douglas Brinkley was quoted on President Barack Obama’s performance one year after his election, a dispute between the White House and news organizations, how the Obama family is changing the culture of the White House, his book “The Wilderness Warrior: Theodore Roosevelt and the Crusade for America” and improving Louisiana’s education system. Brinkley also authored an op-ed about an archaeological site near Waco. Brinkley was quoted in two Chinese media outlets.

ABCNews.com
Austin American-Statesman
Bulletin.AARP.org
Chicago Daily Observer
Green Bay Press Gazette (Wis.)

MSNBC
Redding Pilot (Conn.)
USA Today
WTSP.com (Fla.)
WUSA9.com (Washington, D.C.)

John McDevitt, the Brown-Wiess Professor in Bioengineering and Chemistry, was quoted on Rice’s $2 million award from the National Institutes of Health to develop a fast, affordable test for oral cancer. McDevitt also co-authored an op-ed on the proposed Rice–Baylor College of Medicine merger and its benefits for Houston and Texas.

AzoNano
Bioscience Technology Online
Houston Business Journal
Houston Chronicle
Nanotechnology Now

NanoTechWire
NanoWerk
Red Tram
Today’s Health News
**Media highlights**

**Associate Director of the Rice Energy Program and Baker Fellow Amy Myers Jaffe** was quoted on increases in gasoline prices as the winter holidays approach and Exxon Mobil’s announcement of a $5 billion refining and chemical complex in China’s Fujian province. Jaffe also was quoted in one French publication.

- EFY Times (India)
- Merchant Research & Consulting News
- Fox5Vegas.com (Nev.)
- Midland Reporter Telegram
- Free Republic
- San Antonio Express-News
- Houston Chronicle
- WISTV.com (S.C.)
- iStockAnalyst.com

**Jim Tour**, the Chao Professor of Chemistry and professor of mechanical engineering and materials science and of computer science, was quoted on his work to develop a graphene additive that will improve the productivity of oil wells and on the establishment of Rice’s Cure for Needy Project.

- Congoo News
- Subsea World
- E4Engineering.com
- Texas Medical Center News
- GreenCarCongress.com
- The Engineer
- Offshore Magazine
- West University Examiner
- Silobreaker

**Ariel Fernandez**, the Karl F. Hasselmann Professor of Bioengineering, was quoted on his research on genetics and evolution.

- BiologyNewsNet.com
- Science Daily
- First Science
- ScienceAGoGo.com
- Labspaces
- Softpedia.com
- MediLexicon
- Terra Daily
- SciCasts
Media highlights

David Queller and Joan Strassmann, the Harry C. and Olga K. Wiess Professors of Ecology and Evolutionary Biology, were quoted on a paper they co-authored on the nature of organisms.

EurekAlert! RedOrbit
First Science Science Daily
Labspaces ScienceAGoGo.com
News Guide Topeka Capital-Journal (Kan.)

The following were quoted in six or more media outlets:

David Bailiff
Andrew Barron
James Blackburn
Chris Bronk
Michael Deem

Ajay Kalra
David Leebron
Vikas Mittal
Joan Neuhaus Schaan
Moshe Vardi