Who knew

Rice.edu

• Rice.edu’s traffic has increased by 30 percent over the past two years and is averaging more than 860,000 visits per month.

• Traffic has almost doubled to Rice’s Prospective Students gateway. In October, the gateway generated a record 270,054 page views compared with less than 140,000 in October 2007.

• Rice News has almost tripled its Web traffic in the past two years. The News and Media site is averaging 125,487 monthly page views this fall, about 80,000 more than in fall 2007.

• Rice.edu featured weekly coverage of the Rice team at the 2009 Solar Decathlon in Washington, D.C. Two stories were among the site’s 10 most popular features in October. Overall, Decathlon stories generated more than 8,000 page views.

News and Media

• Rice was mentioned a record 13 times in the New York Times in October.

• A New York Times/Associated Press article in which Amy Myers Jaffe was quoted about rising gasoline prices was picked up by nearly 400 media outlets.

• Rice’s ZEROW HOUSE entry in the Solar Decathlon generated national recognition from outlets such as USA Today, Washington Post, Reuters, Los Angeles Times, Huffington Post, CNN TV, Popular Mechanics, CBSNews.com, CNET.com, Marketplace from American Public Media, Mother Earth News, Houston Chronicle, KUHF Houston Public Radio and others.
Creative Services

- Rice Magazine, which included a feature on the innovative projects being cooked up in the Oshman Engineering Design Kitchen, was distributed to its base of more than 50,000 Rice staff, faculty, alumni, parents and community leaders.

- Creative Services designed and edited the promotional poster for the 2009 Campbell Lecture Series, which offered three evenings of lectures by James Cuno, the president and Eloise W. Martin Director of the Art Institute of Chicago.

- A Centennial Campaign brochure was created for the Jones Graduate School of Business.

University Relations

- The moon rock, a small sample of lunar material imbedded in Lucite and incorporated into the NASA Ambassador of Exploration award, was presented to President David Leebron Oct. 10 by the director of NASA’s Johnson Space Center, Michael Coats. Rice alumnus U.S. Rep. Pete Olson ’85, who represents the Johnson Space Center’s district, participated.

  The Kennedy family selected Rice to publicly display the award because of President Kennedy’s historic Rice Stadium address and the university’s long-standing collaborative ties with NASA. The moon rock is on display in Fondren Library.

Multicultural Community Relations

- MCR co-hosted six events, represented Rice at two community galas, supported and marketed the Houston Enriches Rice Education Project’s quilt exhibit, and conducted tours and programs for 170 elementary and middle school students in low-income neighborhoods. In total, MCR conveyed Rice’s V2C message to more than 2,500 members of diverse Houston communities.

- MCR coordinated the three-day Asian Film Festival, which featured Chinese and Taiwanese films. This year’s festival attracted a record audience of 350 people. Rice Senior Lecturer of Chinese Lilly Chen and Associate Professor of Chinese Literature Nanxiu Qian spoke before and after the screening of each film.
Rice.edu visits: year-to-year trend*

Overall Web metrics*

*Metrics report reflects traffic to pages managed by Public Affairs over the past nine months.
TOTALS:
September 2007–October 2009
141 completed

January 2009–October 2009
66 completed

October:
Town Hall meeting
Graduate Studies virtual tour
Rice Magazine
State of the University update
Faculty page update

January–October 2009
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
NRSTI 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 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
News and media relations

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<th>Media</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
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<td>Local and state</td>
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<td>202</td>
<td>191</td>
<td>186</td>
<td>263</td>
<td>274</td>
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<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>
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<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>
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</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

Circulation numbers

Rice News: 8,540
Dateline Rice: 9,620
@Rice: 24,670

January 2007-October 2009: up from 241 to 2,600 (979 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.

Ad value of print/Web stories: $1,412,121
Audience impressions: 277,674,829

Ad value of TV stories: $603,284
Estimated Nielsen households: 15,161,286

Total ad value: More than $2,015,405
Total number of people reached: More than 292,836,115

Cumulative totals (September-October)
Total ad value: More than $3,868,889
Total number of people reached: More than 484,406,840

This chart classifies Rice media hits by delivery method. In this case, the chart shows the percentage of Rice media hits that originated by electronic means (Internet), newspapers, magazines and television broadcasts.

Source: Vocus report
This chart provides the percentage of Rice coverage in states of origination. Shown here are the top 10 states.

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

The News by Type Chart classifies media hits 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

Associate Director of the Rice Energy Program and Baker Fellow Amy Myers Jaffe was quoted on Russian natural gas company Gazprom trading with the U.S., lobbying efforts by the U.S. natural gas industry, a new technique to tap previously inaccessible supplies of natural gas, the difference in the prices of oil and natural gas, the announcement that Elinor Ostrom was co-winner of the Sveriges Riksbank Prize in Economic Sciences in Memory of Alfred Nobel for 2009, Chinese oil company CNOOC’s attempt to purchase stakes in drilling leases in the Gulf of Mexico from Norwegian national oil company StatoilHydro, renewed drilling activities by oil companies due to higher oil prices and increases in gasoline prices as the winter holidays approach. Jaffe also was quoted in three Italian articles and one Danish article.

920amWGKA.com (Ga.)
ABCNews.com
Abilene Reporter News
Agenzia Italia
AirAmerica.com
American Thinker
Arizona Daily Star
Arizona News
Asbury Park Press (N.J.)
Associated Press
Atlanta Journal-Constitution
Auburn Citizen (N.Y.)
Bartlesville Examiner-Enterprise (Okla.)
BayNews9.com (Calif.)
Beaver County Times
Belleville News Democrat (Ill.)
Bellingham Herald
Berkshire Eagle (Mass.)
Bismarck Tribune (N.D.)
Blue Ridge Times-News (N.C.)
Brian/College Station Eagle (Texas)
Business Report (South Africa)
Business Week
Casper Star-Tribune (Wyo.)
CBS11TV.com (Texas)
CBSNews.com
CentralFloridaNews13.com
Centre Daily Times (Pa.)
Charleston Daily Mail
Charleston Times-Courier (III.)
Charlotte Observer (N.C.)
Chattanooga Times Free Press
Chicago Daily Herald
Chicago Tribune
Chippewa Herald (Wis.)
Clarksville Leaf Chronicle (Tenn.)
Financial Times
Forbes.com
Fox12.com (Idaho)
Fox35.com (Calif.)
Fox47.com (Wis.)
Fox4kc.com (Mo.)
Gaea Times
Garden City Telegram (N.J.)
Gather.com
Grand Forks Herald (N.D.)
Hartford Courant (Conn.)
Helena Independent Record (Mont.)
Hendersonville Times-News (N.C.)
Hilton Head Island Packet (S.C.)
Houston Chronicle
Idaho State Journal
Idaho Statesman
InsideBayArea.com (Calif.)
iStockAnalyst.com
Jackson Sun (Miss.)
Jefferson City News Tribune (Mo.)
JustNewsNow.com (Fla.)
KAALtv.com (Minn.)
KAIT.com (Ark.)
Kansas.com
KARE.com (Minn.)
KASA.com (N.M.)
KCAU.com (Iowa)
KCAU-TV.com (Iowa)
KCBNNewsChannel.com (Texas)
KCRA.com (Calif.)
KCTV5.com (Mo.)
KESQ.com (Calif.)
KRQE.com (N.M.)
KSBY.com (Calif.)
KSLATV.com (La.)
KSWOtv.com (Kan.)
KSWT-TV.com (Ariz.)
KTAR.com (Ariz.)
KTV.com (Iowa)
KTNV.com (Nev.)
KTTU.com (Ind.)
KTUU.com (Alaska)
KTVN.com (Nev.)
KTVQ-TV.com (Mont.)
KTVZ.com (Ore.)
KVBCnbc3.com (Nev.)
KVIAtv.com (Texas)
KWCH.com (Kan.)
KWQO6.com (Iowa/III.)
KXLY.com (Wash.)
KXVNewsChannel25.com (Texas)
Lafayette Advertiser
Lakeland Ledger
Las Vegas Sun (Nev.)
Lexington Herald-Leader
LocalNews8.com (Idaho/Wyo.)
Lompoc Record (Calif.)
Long Beach Press-Telegram (Calif.)
LongIslandPress.com (N.Y.)
Macon Telegraph (Ga.)
Malaysian Insider
Marin Independent-Journal (Calif.)
Mattoon Journal Gazette (Ill.)
MaximumEdge.com
Miami Herald
Midland Reporter-Telegram (Texas)
KFSM.com (Ark.)
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<th>Newspaper/Website</th>
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<td>WAAH.com (Ala.)</td>
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<td>WANDtv.com (Ill.)</td>
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<td>NewsChannel.com (Texas)</td>
<td>WANE.com (Ind.)</td>
<td>WANE.com (Ind.)</td>
<td>FederalNewsRadio.com</td>
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<td>Newsday</td>
<td>WAOW.com (Wis.)</td>
<td>WMSNtv.com (Wis.)</td>
<td>Minneapolis Star Tribune</td>
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<td>Newser.com</td>
<td>Washington Observer Reporter (Pa.)</td>
<td>WNYT.com (N.Y.)</td>
<td>WKOW-TV.com (Wis.)</td>
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<td>NewsWest9.com (Texas)</td>
<td>Watertown Daily Times (N.Y.)</td>
<td>WOIB-TV.com (Iowa)</td>
<td>WLBT-TV.com (Miss.)</td>
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<td>North County Times (Calif.)</td>
<td>WAVE.com (Ky.)</td>
<td>WOKV.com (Fla.)</td>
<td>WLNS.com (Mich.)</td>
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<td>NWITimes.com (Ill.)</td>
<td>WAVY-TV.com (Va.)</td>
<td>WOODTV.com (Mich.)</td>
<td>WMBF.com (S.C.)</td>
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<td>Ocala Star Banner (Fla.)</td>
<td>WBAY.com (Wis.)</td>
<td>Worcester Telegram (Mass.)</td>
<td>WMSNTV.com (Wis.)</td>
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<td>Oil &amp; Gas Eurasia</td>
<td>WBMF.com (S.C.)</td>
<td>WPRI.com (R.I.)</td>
<td>WNYT.com (N.Y.)</td>
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<td>Omaha World Herald</td>
<td>WBOC-TV.com (Md.)</td>
<td>WPXI.com (Pa.)</td>
<td>WQOW-TV.com (Wis.)</td>
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<td>OneNewsNow.com</td>
<td>WBTV.com (N.C.)</td>
<td>WRAI.com (N.C.)</td>
<td>WRCB-TV.com (Tenn.)</td>
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<td>Orlando Sentinel</td>
<td>WCAX.com (Vt.)</td>
<td>WRGB-TV.com (Tenn.)</td>
<td>WREX.com (Ill.)</td>
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<td>Palm Beach Post (Calif.)</td>
<td>WCVB.com (Mass.)</td>
<td>WSAV-TV.com (Ga.)</td>
<td>WSBG-TV.com (Ga.)</td>
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<tr>
<td>PeakOil.com</td>
<td>WDTN.com (Ohio)</td>
<td>WSBT.com (Ga.)</td>
<td>WTAE.com (Pa.)</td>
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<td>PennEnergy.com</td>
<td>WFLI.com (Ind.)</td>
<td>WTHI-TV.com (Ind.)</td>
<td>WTNH.com (Conn.)</td>
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<tr>
<td>PhillyBurbs.com</td>
<td>WGBA-TV.com (Wis.)</td>
<td>WWLP-TV.com (Mass.)</td>
<td>WTOP.com (Washington, D.C.)</td>
</tr>
<tr>
<td>Pittsburgh Post-Gazette</td>
<td>WHNT.com (Tenn.)</td>
<td>WWLTV.com (La.)</td>
<td>WWSBabc7.com (Fla.)</td>
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<tr>
<td>Portland Press Herald</td>
<td>Wichita Eagle (Ky.)</td>
<td>WWLTV.com (La.)</td>
<td>WXOW.com (Wis.)</td>
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<tr>
<td>Poughkeepsie Journal</td>
<td>WiredPRnews.com</td>
<td>XSVB.com (Fla.)</td>
<td>WXVT-TV.com (Miss.)</td>
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<tr>
<td>Press-Enterprise (Calif.)</td>
<td>WitwP.am</td>
<td>WZTV.com (Fla.)</td>
<td>Yahoo! Finance Canada</td>
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<td>Quad-Cities Times (Iowa/Ill.)</td>
<td>WJACTV.com (Pa.)</td>
<td>Youngstown Vindicator (Ohio)</td>
<td>KFVS.com (Mo.)</td>
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<tr>
<td>Reporter News</td>
<td>WJLA.com (Washington, D.C.)</td>
<td>KFIRightingNow.com (Wash./Idaho)</td>
<td>KHQRightNow.com (Wash./Idaho)</td>
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<tr>
<td>Rochester Post-Bulletin (Minn.)</td>
<td>WKBV.com (Ohio)</td>
<td>KFILocalNews8.com (Ind.)</td>
<td>KIOW.com (Iowa)</td>
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<tr>
<td>Rock Hill Enquirer-Herald (S.C.)</td>
<td>Daily Advertiser (La.)</td>
<td>KION.com (California)</td>
<td>KIROTV.com (Wash.)</td>
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<td>Rome News Tribune (Ga.)</td>
<td>Daily Ardmoreite (Okl.)</td>
<td>KIVI-TV.com (Idaho)</td>
<td>KJCT8.com (Colo.)</td>
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<td>Rutland Herald (Vt.)</td>
<td>Daily Herald (Utah)</td>
<td>KLFWTV.com (La.)</td>
<td>KLFYTV.com (La.)</td>
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<td>Sacramento Bee (Calif.)</td>
<td>Daily Press (Va.)</td>
<td>KMBC.com (Calif.)</td>
<td>KMPH.com (Calif.)</td>
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<td>Salon.com</td>
<td>Coloradoan.com</td>
<td>KTVF.com (Alaska)</td>
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<td>San Antonio Express-News</td>
<td>Contra Costa Times</td>
<td>KTVK.com (La.)</td>
<td>KTVK.com (La.)</td>
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<td>San Diego News Network</td>
<td>Coos Bay World (Ore.)</td>
<td>KTVF.com (Alaska)</td>
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<td>San Diego Union-Tribune</td>
<td>Crescent-News (Ohio)</td>
<td>KTVF.com (Alaska)</td>
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<td>San Francisco Chronicle</td>
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<td>San Jose Mercury News</td>
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<td>KTVF.com (Alaska)</td>
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<tr>
<td>Santa Rosa Press Democrat</td>
<td>Daily Herald (Utah)</td>
<td>KTVF.com (Alaska)</td>
<td>KTVF.com (Alaska)</td>
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<td>Sarasota Herald-Tribune</td>
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<td>Seattle News Tribune</td>
<td>Davidson County Dispatch</td>
<td>KTVF.com (Alaska)</td>
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<td>Shreveport Times</td>
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**Media highlights**

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<th>Amy Myers Jaffe, continued</th>
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<tr>
<td>Texarkana Gazette</td>
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<td>The Ledger (Fla.)</td>
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<td>The Monitor (Texas)</td>
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<td>The Southern (Ill.)</td>
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<td>The State (S.C.)</td>
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<td>Times Bulletin (Ohio)</td>
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<td>Times Democrat (S.C.)</td>
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<td>Tulsa World</td>
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<tr>
<td>Tuscaloosa News (Fla.)</td>
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<tr>
<td>Vail Daily ( Colo.)</td>
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<tr>
<td>Modesto Bee (Calif.)</td>
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<tr>
<td>MoneyCentral.MSN.com</td>
</tr>
<tr>
<td>Monroe News-Star (La.)</td>
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<tr>
<td>MyFoxWashington.com</td>
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<tr>
<td>(Washington, D.C.)</td>
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</table>

President David Leebron was quoted on the opening of the Barbara and David Gibbs Recreation and Wellness Center; a memorandum of understanding that Leebron and Alberta Premier Ed Stelmach signed to promote greener energy production through advances in nanotechnology; the announcement that NASA’s Ambassador of Exploration award honoring former President John F. Kennedy will be housed and displayed at Rice’s Fondren Library; the creation of the Rice Management Company, a new internal company that will oversee financial investments for Rice; the letter he cosigned, along with the presidents of Texas A&M University and the University of Texas at Austin, in support of Proposition 4; the resignation of Chris Del Conte, and the appointment of David Sayler as interim director of Athletics.

Austin American-Statesman  
Baytown Sun  
Daily Cougar  
Daily Skiff (Texas)  
Dallas Morning News  
Denton Record-Chronicle  
Emii.com  
ESPN.com  
Fort Worth Business Press  
Fort Worth Star-Telegram  
KTRH-AM  
KTVT-TV (Texas)  
KXAS-TV (Texas)  
LabCanada.com  
Midland Reporter-Telegram  
MyFoxHouston.com  
NewsRX.com  
Pensions & Investments  
River Oaks Examiner  
San Antonio Express-News  
South Florida Business Journal  

Houston Chronicle  
KDFW-TV (Texas)  
KHOU-TV  
KODA-FM (Texas)  
KRIV-TV  
SpaceFellowship.com  
Troy Media  
TXCN.com  
WFAA.com (Texas)
Sociology Professor Stephen Klineberg was quoted on shifting demographics in Houston, poll results indicating that Houstonians want tighter land-use restrictions, the Houston mayoral race and the Boniuk Center for the Study and Advancement of Religious Tolerance’s 2009 Greater Houston Amazing Faiths Dinner Dialogues.
**Media highlights**

Bob Stein, the Lena Gohlman Fox Professor of Political Science, was quoted on legislative efforts to elevate more Texas universities to tier-one status, internal conflict in the Republican Party, a ZIP code analysis of campaign donations for the Houston mayoral candidates, the effect of the Houston mayoral race on the Houston Police Department’s top leadership, a study on Houston’s red-light camera program, a Houston mayoral election poll, a possible runoff election in the Houston mayoral race, polls on taxes and immigration, the effect of image on voting in the Houston mayoral election, attack ads in the Houston mayoral race and the probable effects of passing Proposition 2.

Fort Worth Star-Telegram
Houston Chronicle
Khou-TV
KTRH-AM

Earth Science Associate Professor Fenglin Niu was quoted on Rice research on the effect earthquakes have on distant fault lines and earthquake prediction. Niu also was quoted in two foreign language articles from Germany and Poland.

Alibaba.com
AndhraNews.net (India)
Asian News International
Australian Broadcasting Corporation
Bright Surf
Cbc.ca
Claims Journal
Daily India
Forexpros.com
FoxReno.com (Nev.)
FuturePundit.com
Futurity.org
Insurance Journal
KCBS-TV (Calif.)
KGO-TV (Calif.)
KMIR-TV (Calif.)
KTVU.com (Calif.)
Labspaces.com
LittleAbout.com
LiveScience.com
Malaysia Insider
Msnbc.com

NewsTrackIndia.com
Ol.co.za
Orange County Register (Calif.)
PhysOrg.com
Post Chronicle
RedOrbit.com
Reuters
ScienceAGoGo.com
ScienceCentric.com
SmashHits.com (India)
Strait Times
Sympatico.ca (Canada)
Taragana.com
Tehran Times
TerraDaily.com
Thaindian.com
The Gaea Times
The Hindu
The Independent (U.K.)
The Telegraph (U.K.)
The Times of Malta
TheIndianExpress.com
TheMoneyTimes.com
TimesOfTheInternet.com
Trak.in

National Geographic
NBCBayArea.com
NBCLosAngeles.com
NBCSanDiego.com
NetIndia123.com
New Scientist Environment
News Track India
NewspostOnline.com (India)
Tribune India
TVNZ
United Press International
Web India 123
YubaNet.com
**Media highlights**

*David Queller and Joan Strassmann,* Harry C. and Olga K. Wiess Professors of Ecology and Evolutionary Biology, were quoted on the social behaviors of amoebas. They also were featured in two Russian language publications. Queller was mentioned in one article about a lecture he gave.

<table>
<thead>
<tr>
<th>Country</th>
<th>Source</th>
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<tbody>
<tr>
<td>Nigeria</td>
<td>Africa Leader</td>
</tr>
<tr>
<td>Australia</td>
<td>Baylor College of Medicine News</td>
</tr>
<tr>
<td>Australia</td>
<td>Big News Net (Australia)</td>
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<tr>
<td>India</td>
<td>Cambodian Times</td>
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<td>India</td>
<td>India Gazette</td>
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<td>India</td>
<td>India Interacts</td>
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<td>India</td>
<td>IndiaENews.com</td>
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<td>India</td>
<td>Indo-Asian News Service</td>
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<tr>
<td>India</td>
<td>Irish Sun</td>
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<td>USA</td>
<td>Knoxville Times</td>
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<td>Malaysia</td>
<td>Malaysia Sun</td>
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<td>India</td>
<td>NetIndia123.com</td>
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<td>India</td>
<td>NewKerala.com</td>
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<td>Philippines</td>
<td>Philippine Times</td>
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<td>India</td>
<td>Samachar.com (India)</td>
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<td>USA</td>
<td>Science Magazine</td>
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<td>India</td>
<td>Sify.com</td>
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<td>India</td>
<td>SmashHits (India)</td>
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<td>Canada</td>
<td>Tainidian.com</td>
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<td>India</td>
<td>Taragana.com</td>
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<tr>
<td>USA</td>
<td>Topeka Capital-Journal (Kan.)</td>
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<td>USA</td>
<td>Trak.in News</td>
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<tr>
<td>Uzbekistan</td>
<td>UzbekistanNews.net</td>
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<tr>
<td>India</td>
<td>Yahoo! News India</td>
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<td>India</td>
<td>ZeeNews.com</td>
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<tr>
<td>USA</td>
<td>Zimbabwe Star</td>
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</table>

**Political Science Professor Mark Jones** was quoted on the impact of gender quotas on women’s representation in Latin American legislative elections, immigration reform, Uruguay’s presidential election and its potential effect on bond prices, the effect of U.S. third-quarter economic growth on Mexico, and recent efforts to jump-start legislation on immigration reform.

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<tr>
<th>Country</th>
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<tr>
<td>Canada</td>
<td>975EZrock.com (Ontario)</td>
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<td>USA</td>
<td>ABC3340.com (Ala.)</td>
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<td>USA</td>
<td>Associated Press</td>
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<td>USA</td>
<td>Auburn Citizen</td>
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<td>USA</td>
<td>Boston Globe</td>
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<td>Uruguay</td>
<td>Brecha (Uruguay)</td>
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<tr>
<td>USA</td>
<td>CBS4Denver.com</td>
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<td>USA</td>
<td>CBSNews.com</td>
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<td>USA</td>
<td>Denver Post</td>
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<td>Mexico</td>
<td>Excélsior (Mexico)</td>
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<tr>
<td>USA</td>
<td>Forbes.com</td>
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<tr>
<td>USA</td>
<td>KAIT-TV.com (Ark.)</td>
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<td>USA</td>
<td>KLTV.com (Texas)</td>
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<td>USA</td>
<td>KPAX.com (Mont.)</td>
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<td>USA</td>
<td>KRVN-TV.com (Nebr.)</td>
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<td>USA</td>
<td>KSLA-com (La.)</td>
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<td>USA</td>
<td>KTUU.com (Alaska)</td>
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<td>USA</td>
<td>KVIA-TV.com (Texas)</td>
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<td>USA</td>
<td>KXLN-TV</td>
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<td>USA</td>
<td>La Voz</td>
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<td>USA</td>
<td>Miami Herald</td>
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<td>USA</td>
<td>Milive.com (Mich.)</td>
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<td>USA</td>
<td>MySunCoast.com (Fla.)</td>
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<td>USA</td>
<td>New York Times</td>
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<td>Canada</td>
<td>News957.com (Canada)</td>
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<td>USA</td>
<td>Newser</td>
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<td>USA</td>
<td>Philadelphia Inquirer</td>
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<td>USA</td>
<td>Salon.com</td>
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<td>USA</td>
<td>San Francisco Chronicle</td>
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<td>USA</td>
<td>San Jose Mercury News</td>
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<td>USA</td>
<td>Seattle Times</td>
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<td>USA</td>
<td>Sun Herald</td>
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<td>USA</td>
<td>Tacoma News Tribune</td>
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<td>USA</td>
<td>The Ledger</td>
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<td>Pakistan</td>
<td>The News International (Pakistan)</td>
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<td>USA</td>
<td>WAAYTV.com (Ala.)</td>
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<td>USA</td>
<td>Washington Examiner</td>
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<td>USA</td>
<td>WDRB-TV.com (Ky.)</td>
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<td>USA</td>
<td>WISC-TV.com (Wis.)</td>
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<td>USA</td>
<td>WLBT-TV.com (Miss.)</td>
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<td>USA</td>
<td>WMCTV.com (Tenn.)</td>
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<td>Canada</td>
<td>Latin Finance</td>
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<td>Canada</td>
<td>Maclean’s (Canada)</td>
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<tr>
<td>USA</td>
<td>MaximumEdge.com</td>
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<td>USA</td>
<td>WTVM.com (Ga.)</td>
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</tbody>
</table>
Media highlights

Vikas Mittal, the J. Hugh Liedtke Professor of Management, was quoted on a study about consumer reaction to changes in corporate logos and how impulse purchases relate to nationality.

AndhraNews.net (India)
Asian News International
BizJournals.com
Bright Surf
CosmeticDesign.com
Daily India
EdgeMiami.com
Gaea Times
Houston Business Journal
LittleAbout.com
MedIndia.net
MoneyCentral.MSN.com
MSN.com
NewKerala.com
News Guide
NewsTrackIndia.com
Science Daily
SindhToday.net
Taragana.com
Thaindian.com
The Globe and Mail (Canada)
TopNews.in
WebIndia123
WestSideStory.net
Yahoo! India
Zopag.com (India)

History Professor and Baker Fellow Douglas Brinkley was quoted on his book, “The Wilderness Warrior: Theodore Roosevelt and the Crusade for America,” a review he wrote of Taylor Branch’s book “The Clinton Tapes: Wrestling History With the President,” current events, reactions to the announcement that President Barack Obama has been awarded the Nobel Peace Prize, the National Book Festival in Washington, D.C., Obama's decision-making capabilities, a panel discussion he moderated at the Baker Institute of diplomats active in the unification of Germany after the fall of the Berlin Wall, Obama's performance one year after his election, poll results indicating lessening support for Obama, and a dispute between the White House and news organizations. Brinkley was also featured in a Dutch publication.

Bandera Bulletin
Fox News Business
Fox News Channel
Hamilton Spectator (Ontario)
Houston Chronicle
Los Angeles Times
Malaysian Insider
Medford Mail Tribune (Ore.)

MSNBC-TV
New York Times
OEN
Redding Pilot (Conn.)
Seattle University Spectator
The Independent (U.K.)
Voice of America
Wall Street Journal
Assistant Professor of Psychology Denise Chen was quoted on her research on a link between scent sensitivity and sympathy. Her research also was featured in nine foreign language publications from the Netherlands, Czech Republic, Germany, Russia and Poland.

Asian News International
DailyIndia.com
DNAIndia.com
Gaea Times
IndianExpress.com
LittleAbout.com
MedIndia.com
Mumbai Mirror
National Geographic
NewsTrackIndia.com
Sify.com
SindhToday.net
Smash Hits (India)
Taragana.com
Thaindian.com
Times of India
Tonic.com
Trak.in New
ZeeNews.com
Zopag News Network (India)

Head men’s basketball coach Ben Braun was quoted on the recruitment of Travon Abraham and efforts to recruit David Chadwick to the men’s basketball team, preparations for the upcoming basketball season, the resignation of Chris Del Conte and the appointment of David Sayler as interim director of Athletics.

AmericanChronicle.com
BleacherReport.com
Daily Skiff (Texas)
ESPN.com
Fort Worth Business Press
Fort Worth Star-Telegram
Houston Chronicle
KHOU-TV
KODA-FM (Texas)
KRIV-TV
KTRH-AM
KTVT-TV (Texas)
KXAS-TV (Texas)
MyFoxHouston.com
Head football coach David Bailiff was quoted on Scott Solomon’s performance with Rice Owls football, the performance of Rice football seniors this season, Chris Del Conte’s resignation and the appointment of David Sayler as interim director of Athletics.

Daily Skiff (Texas)  
ESPN.com  
Fort Worth Business Press  
Fort Worth Star-Telegram  
Houston Chronicle  
KHOU-TV  
KODA-FM (Texas)  
KRIV-TV  
KTRH-AM  
KXAS-TV (Texas)  
MyFoxHouston.com

Head baseball coach Wayne Graham was quoted on the Rice Owls’ preparations for the upcoming baseball season, Chris Del Conte’s resignation and the appointment of David Sayler as interim director of Athletics.

Daily Skiff (Texas)  
ESPN.com  
Fort Worth Business Press  
Fort Worth Star-Telegram  
Houston Chronicle  
KHOU-TV  
KODA-FM (Texas)  
KRIV-TV  
KTRH-AM  
KTVT-TV (Texas)  
KXAS-TV (Texas)  
MyFoxHouston.com

David Sayler was quoted on his appointment as interim director of Athletics.

Daily Skiff (Texas)  
ESPN.com  
Fort Worth Business Press  
Fort Worth Star-Telegram  
Houston Chronicle  
KDFW-TV (Texas)  
KHOU-TV  
KODA-FM (Texas)  
KRIV-TV  
KTRH-AM  
KTVT-TV (Texas)  
KXAS-TV (Texas)  
MyFoxHouston.com
Assistant Sociology Professor *Michael Lindsay* was quoted on his study of the White House Fellows Project; the results of a U.S. leadership survey; upcoming speeches by Anne Graham Lotz and a conference on Southern Baptists, evangelicals and the future of denominationalism.

Baptist Press
Congoo News
Congressional Quarterly
Dallas Morning News
e! Science News
EurekAlert!
Fox Business Channel

Futurity.org
Houston Chronicle
Labspaces
News Guide
PhysOrg
Washington Post

*The following were quoted in six or more media outlets:*

*Robert Curl*

*Ric Stoll*

*James Tour*