Celebrate Rice!

Rice NASAversary
In September, months of planning culminated in the “Rice NASAversary,” a weekend series of events commemorating the 50th anniversary of the NASA Johnson Space Center (JSC) and its first half century of collaboration with Rice.

Space Frontiers lecture with Norman Augustine.

Rice Day 2011
On Rice Day, Oct. 12, Public Affairs led the charge to “Celebrate Rice.”

The PA team developed the program for President Leebron’s town hall meeting, which featured a jazz band, gospel choir and steppers group. Even Sammy the Owl got into the spirit and led a line of dancers from the building. Centennial owl pins and blue and gray bead necklaces were distributed at the entrance. Attendees also received centennial T-shirts at the end of the event. With more than 600 faculty and staff attending, this was a great kickoff to the centennial year. Rice Day continued with two other campus events:

Students, staff and faculty spent the afternoon building walls for Centennial House, a project of the Rice campus chapter of Habitat for Humanity.

Founder’s Court was bustling with music and activity as an estimated 3,200 members of the Rice community ended the day at the Rice Day Picnic. Many turned out in custom-designed centennial T-shirts — including centennial shirts designed for and donated by PA to each college — to socialize, enjoy great food and record their memories for the Centennial Story Project.

Centenni-Ale debut
Other universities may have their own bottled water, but Rice now has its own beer. Texas’ oldest craft brewery, the Saint Arnold Brewing Company, founded by Brock Wagner ’87, developed and marketed two types of Centenni-Ale to commemorate Rice’s centennial. The first kegs of the new brew were tapped at the first home game of Rice’s 100th football season Sept. 10, and the 22-ounce commemorative bottles debuted at Valhalla on the 99th anniversary of the first day of classes, Sept. 23. Since then, the two brews have garnered lots of local media attention. To top it off, Centenni-Ale was named Rice’s 2011 Homecoming King.

Centenni-Ale is now available at local grocery and liquor stores, and some of the proceeds are donated to Rice.
In the community

**Rice connects with HISD**

As part of the Rice Connections Speaker Series developed by Multicultural Community Relations, Alicia Thomas, deputy chief academic officer for the Houston Independent School District, gave an informative talk to an audience of more than 50 Rice people involved in K–12 outreach efforts.

Thomas discussed HISD’s goals and needs, and commended Rice’s support of HISD’s students and teachers. “Alicia was the perfect speaker,” said Anne Papakonstantinou, director of the Rice University School Mathematics Project. “I think she will keep the HISD–Rice connection moving forward.”

**CNN’s “Latino in America 2: In Her Corner”**

More than 200 people—ranging from Hispanic community leaders to journalism students—crowded the Rice Media Center Sept. 21 to view CNN anchorwoman Soledad O’Brien’s documentary “Latino in America 2: In Her Corner.”

The documentary focused on Marlen Esparza, a young Hispanic female boxer from the Houston area who is an Olympic hopeful and six-time national boxing champion.

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**Creative services**

**Admission Viewbook**

The Admission Viewbook, now available on the Admission website, was produced by the Creative Services team. The Admission Office will send more than 55,000 postcards directing high school guidance counselors and potential students to the publication’s link.

**Parents and Families**

Working with the Offices of the Dean of Undergraduates and Development, Creative Services designed and edited the second edition of the Parents and Families Newsletter, which was distributed to approximately 3,300 Rice families, with an additional 700 copies available on request.

**1st to 100th**

A new centennial ad appeared in the Oct. 12, 2011, issue of the Houston Chronicle. The ad compares the first class to matriculate to the 100th that entered this fall.

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**Rice.edu**

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.

<table>
<thead>
<tr>
<th></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>TOTALS*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Visitors</strong></td>
<td>500,006</td>
<td>552,842</td>
<td>526,972</td>
<td>497,978</td>
<td>418,093</td>
<td>403,744</td>
<td>593,879</td>
<td>607,851</td>
<td>610,682</td>
<td>4,721,847</td>
</tr>
<tr>
<td><strong>Visits</strong></td>
<td>753,251</td>
<td>842,265</td>
<td>796,350</td>
<td>708,786</td>
<td>642,701</td>
<td>601,649</td>
<td>849,483</td>
<td>878,070</td>
<td>873,946</td>
<td>6,946,501</td>
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<tr>
<td><strong>Page views</strong></td>
<td>1,347,852</td>
<td>1,550,889</td>
<td>1,440,679</td>
<td>1,290,365</td>
<td>1,119,643</td>
<td>1,141,955</td>
<td>1,629,893</td>
<td>1,700,940</td>
<td>1,707,030</td>
<td>12,929,246</td>
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<tr>
<td><strong>Pages per visit</strong></td>
<td>1.79</td>
<td>1.84</td>
<td>1.81</td>
<td>1.82</td>
<td>1.74</td>
<td>1.90</td>
<td>1.92</td>
<td>1.94</td>
<td>1.95</td>
<td>1.86</td>
</tr>
<tr>
<td><strong>Average time</strong></td>
<td>1:33</td>
<td>1:37</td>
<td>1:35</td>
<td>1:34</td>
<td>1:34</td>
<td>1:44</td>
<td>1:51</td>
<td>1:51</td>
<td>1:50</td>
<td>1:41</td>
</tr>
<tr>
<td><strong>New visitors %</strong></td>
<td>61.29%</td>
<td>61.93%</td>
<td>61.07%</td>
<td>65.02%</td>
<td>60.32%</td>
<td>62.48%</td>
<td>65.16%</td>
<td>64.40%</td>
<td>64.40%</td>
<td>62.90%</td>
</tr>
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</table>

*Totals reflect the past nine months of measurements.*
Social media

Media | Total Positive Impressions* (YTD)
--- | ---
Facebook | 753,865
Twitter | 2,311,092
YouTube | 9,810,720
Instagram | 6,385

*Estimated

Top Posts for October
- 10,543 Battery life for electronics
- 10,236 James Turrell Skyspace photos
- 9,661 Rice O-Week gallery
- 9,552 What are you looking forward to at O-Week?
- 9,471 Video: President's BBQ
- 9,355 How was your first night on campus?
- 9,346 O-Week matriculation photos
- 9,303 Video: Rice O-Week Academic Fair
- 9,240 Rice welcomes new graduate students
- 9,192 Business Plan winners ring opening bell at NASDAQ

YouTube

How Viewers Found This Video

Top All-Time Views
- 41,329 Magic Sand at Rice University
- 30,783 One box of Girl Scout cookies worth $15 billion
- 19,580 Nanocables Light Way to Future
- 19,521 International Student Football Clinic at Rice Stadium
- 14,768 Nanobubbles hammer plaque
- 10,652 Team Equilibrators
- 10,480 Dream touch-screens from graphene at Rice University
- 9,667 Hubble Space Telescope Movies at Rice University
- 7,757 Rice Breakthrough Could Double Wireless Capacity
Rice University paid tribute to the 9/11 anniversary by dedicating the home page to remembering those who were lost in the tragedy.

CIRCULATION NUMBERS
Rice News: 9,500
Dateline Rice: 8,595

Popular features

Media hits: trends

October 2011 is up 620 percent from January 2007.
September–October 2011 is up 112 percent from September–October 2007.
Media hits: monthly results

<table>
<thead>
<tr>
<th>Media</th>
<th>March–April</th>
<th>May–June</th>
<th>July–August</th>
<th>September–October</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>253</td>
<td>345</td>
<td>334</td>
<td>350</td>
</tr>
<tr>
<td>International</td>
<td>487</td>
<td>938</td>
<td>648</td>
<td>500</td>
</tr>
<tr>
<td>Local and state</td>
<td>795</td>
<td>809</td>
<td>948</td>
<td>1,064</td>
</tr>
<tr>
<td>Trade publications</td>
<td>188</td>
<td>222</td>
<td>282</td>
<td>210</td>
</tr>
<tr>
<td>Other U.S. coverage</td>
<td>1,518</td>
<td>2,393</td>
<td>2,189</td>
<td>2,211</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>3,241</strong></td>
<td><strong>4,707</strong></td>
<td><strong>4,398</strong></td>
<td><strong>4,335</strong></td>
</tr>
</tbody>
</table>

Media hits: analytics

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.

**NEWS BY MEDIUM**
Online continues to be the most important source of news about Rice, with 83 percent of hits coming from that medium.

**NEWS BY SUBJECT**
General news about Rice dominates the story topics, but coverage of Owls Athletics remains strong.

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

Rice at the White House
Rice Professor Richard Tapia received the National Medal of Science from President Obama in the White House. The ceremony was broadcast live on the Rice.edu home page. Tapia’s award also resulted in a front-page feature in the Houston Chronicle as well as stories on NPR’s “Tell Me More” and in...

Futurity.org
Rice had 10 more stories featured on Futurity.org, which showcases “breaking news from the future,” for a total of 118 placements since June 2009 when Futurity was inaugurated.

Star faculty media
Satish Nagarajaiah — 549
Ken Medlock — 237
Mark Jones — 212
John Anderson — 143
Richard Tapia — 129
Amy Myers Jaffe — 123
Patricia Reiff — 111
Michael Emerson — 92
Ashutosh Sabharwal — 76
Steve Murdock — 60
Patrick Hartigan — 49
Utpal Dholakia — 43
Lin Zhong — 35
Bob Stein — 19
Elaine Howard Ecklund — 18
Dinah Vernik — 18
Chris Bronk — 16
Rui-Rui Du — 16
Stephen Klineberg — 14
Rachel Kimbro — 13
Ric Stoll — 13
Yan Anthea Zhang — 13
Andrew Barron — 12
Paul Brace — 12
Douglas Brinkley — 11
Edward Djerejian — 11
Jenifer Bratter — 10
Jill Carroll — 10
Krishna Palem — 10
Joan Neuhaus Schaan — 10
John Alford — 8
Peter Hartley — 8
James McLurkin — 7
James Tour — 7

Ad value and impressions

SEPTEMBER–OCTOBER 2011
Ad value of print/Web stories: $91,686,676.71
Audience impressions*: 113,587,633,524

Ad value of TV stories: $653,659.47
Estimated Nielsen households: 11,646,159

Total ad value: more than $92,340,336.18
Total impressions: more than 113,587,633,524

Cumulative total
(September 2009–October 2011)
Total ad value: more than $910,856,027.88
Total impressions: more than 530,740,131,299

*An impression is a human contact.

Rice University
Office of Public Affairs–MS 610
P.O. Box 1892
Houston, TX 77251-1892

Phone: 713-348-6280
Fax: 713-348-6282
Email: rfoster@rice.edu