In September of 1962, during the celebration of Rice’s semicentennial, President John F. Kennedy spoke at Rice Stadium and famously asked, “Why, some say, the moon? Why choose this as our goal? And they may well ask why climb the highest mountain? Why does Rice play Texas?”

In September 2010, when Rice once again played Texas, this time in Houston’s Reliant Stadium, the Office of Public Affairs — collaborating with Rice’s centennial director, Rice Athletics and our unconventional MOB — used the occasion to promote Rice’s 2012 Centennial Celebration to an audience of 60,000 Rice and UT fans, and a national TV audience. After watching video greetings from Rice President David Leebron and Rice graduates Mayor Annise Parker ’78 and Harris County Judge Ed For the second consecutive month, rice.edu established a new record of 1.66 million page views in September. For only the second time since Public Affairs began tracking in 2007, rice.edu surpassed 900,000 visits in a single month with 925,855. The site also topped this plateau in September 2008, when visitors flocked to the site during Hurricane Ike. Rice launched an official page on Foursquare, a social media site that allows visitors to “check in” on campus and learn about the school’s different venues while informing friends about their location. In social media, Rice received more than 3,000 positive mentions for the third time since Public Affairs began tracking this data in March.

Emmett ’71, the capacity crowd saw several Centennial Celebration “save the date” messages both on the Reliant Stadium Jumbotron screens and on a 30-by-15-foot banner unfurled in the seating area by The MOB.
News and Media Relations

George Hirasaki, the A.J. Hartsook Professor in Chemical and Bio-molecular Engineering, was quoted in two Associated Press articles about efforts to stop BP’s Macondo well from leaking oil into the Gulf of Mexico. These stories appeared in more than 750 newspapers and websites.

The International Business Times, the Houston Chronicle and several TV stations around the country reported on a collection of studies by the James A. Baker III Institute for Public Policy showing that expanding the number of electric vehicles on U.S. roads would take a big bite out of oil use.

Utpal Dholakia, the Mackey/Simons Distinguished Associate Professor of Management, was quoted in articles appearing in the New York Times and Wall Street Journal about his research on the deal-of-the-day website Groupon.

Creative Services

Creative Services provided editorial and design work for 400 invitations and programs for the 14th annual Evening for Rice’s Honour. The biannual event celebrates the continuing successes of our student-athletes, both on and off the field. It also recognizes Rice community members — this year, Rice Trustee Kent Anderson ’62 and head baseball coach Wayne Graham — for their outstanding dedication and leadership in the ardent support of Rice’s athletic programs.

The Rice commercial featuring part of the famous Kennedy speech first aired during the Rice–Texas football game Sept. 4. More than two million viewers saw it on ESPN in addition to the 60,000 people in Reliant Stadium. The commercial then aired on CBS College Sports Sept. 25 during the broadcast of the Rice–Baylor game, which reached another 1 million viewers. Since then, it has appeared every Thursday and Friday on Fox Sports Houston, Fox Sports South and Fox Sports Southwest on the show “Owls Insider,” which has an estimated 200,000 to 300,000 viewers.

Owlmanac and Rice Magazine No. 7 were written, edited, designed and photographed by CS team. Owlmanac is distributed to approximately 40,000 alumni, and Rice Magazine reaches 51,600 recipients, including Rice faculty, staff, alumni and community members.

Multicultural Community Relations

Multicultural Community Relations launched several community activities leading up to Rice’s Centennial Celebration kickoff. The first event was a celebration of the bicentennial of Mexican independence and centennial of the Mexican Revolution. Latinos

Empresarios drew about 370 attendees, 21 vendors and two television stations (with a news viewership of about 300,000) from the Hispanic community to a festival of Hispanic food and cultural entertainment.

Mexican Centennial celebration hosted at Rice.
The data below was gathered from the 15 sites on which Public Affairs has been asked to implement Google Analytics tracking. For more details, please contact Sean Rieger at seanr@rice.edu.

### Monthly Positive by Channel

- **Facebook**: 1221
- **Twitter**: 438
- **YouTube**: 50
- **Blogs/Other**: 1307
- **MySpace**: 1
- **Digg**: 0
- **Buzz**: 87

### Website benchmarks

<table>
<thead>
<tr>
<th></th>
<th>Schools</th>
<th>Academic Dept.</th>
<th>Administrative Dept.</th>
<th>Research centers</th>
<th>Programs</th>
<th>AVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total tracked</td>
<td>4</td>
<td>6</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Visits</td>
<td>5,787</td>
<td>3,300</td>
<td>1,016</td>
<td>803</td>
<td>985</td>
<td>2,378</td>
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<tr>
<td>Page views</td>
<td>20,989</td>
<td>13,277</td>
<td>2,888</td>
<td>1,695</td>
<td>2,630</td>
<td>8,296</td>
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<tr>
<td>Pages per visit</td>
<td>2.69</td>
<td>3.94</td>
<td>2.84</td>
<td>2.14</td>
<td>2.67</td>
<td>2.86</td>
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<tr>
<td>Average time</td>
<td>2.01</td>
<td>2.36</td>
<td>1.37</td>
<td>1.33</td>
<td>1.39</td>
<td>1.53</td>
</tr>
<tr>
<td>New visitors %</td>
<td>74.22%</td>
<td>71.53%</td>
<td>72.93%</td>
<td>73.70%</td>
<td>66.70%</td>
<td>71.82%</td>
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<tr>
<td>Bounce rate</td>
<td>52.19%</td>
<td>38.35%</td>
<td>62.20%</td>
<td>59.86%</td>
<td>59.49%</td>
<td>54.42%</td>
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</tbody>
</table>

### Rice.edu: year-to-year trend

- **2007 Visits**
- **2008 Visits**
- **2009 Visits**
- **2010 Visits**
CIRCULATION NUMBERS
Rice News: 12,297
Dateline Rice: 10,882

DATELINE RICE

January 2007–September 2010: up from 271 to 2,768 (921 percent)

MEDIA HITS: TRENDS

Virtual tour home page
Rice ranks among world’s top 50
C-Wide coverage page
Virtual tour campus
Families Weekend
Rice ranks among nation’s top 20
Rice remains No. 1 for best quality of life
Professor appoints task force for initiative
Owl’s go after Longhorns on Saturday
RUPD investigating data theft

Page views

January 2007
February 2008
March 2009
April 2010
May 2011
June 2012
July 2013
August 2014
September 2015
October 2016
November 2017
December 2018

2007 2008 2009 2010
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 TYPE**

The number of feature stories in which Rice was mentioned three or more times increased to an all time high, reaching 44 percent of all hits.

**NEWS BY MEDIUM**

Online continues to be the dominate source of news about Rice, with nearly 78 percent of hits coming from that medium.

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“Rice University does the best job in Houston in media relations.”
— Kim Davis, host of KPRC Channel 2’s “Beyond the Headlines”
## Star faculty: number of media hits

<table>
<thead>
<tr>
<th>Name</th>
<th>Number of Media Hits</th>
</tr>
</thead>
<tbody>
<tr>
<td>George Hirasaki</td>
<td>753</td>
</tr>
<tr>
<td>James Tour</td>
<td>157</td>
</tr>
<tr>
<td>Douglas Brinkley</td>
<td>152</td>
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<tr>
<td>Bob Stein</td>
<td>84</td>
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<tr>
<td>Lin Zhong</td>
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<td>Douglas Natelson</td>
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<td>Michael Lindsay</td>
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<td>Robert Curl</td>
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<td>Steve Murdock</td>
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<td>Oleg Igoshin</td>
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<td>Mark Jones</td>
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<td>William Arnold</td>
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<td>Ken Medlock</td>
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<td>Frederick Oswald</td>
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<td>Dmitri Lapotko</td>
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<td>Edward Knightly</td>
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<td>Phil Bedient</td>
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<tr>
<td>Amy Myers Jaffe</td>
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<td>Utpal Dholakia</td>
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<tr>
<td>James Blackburn</td>
<td>7</td>
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<tr>
<td>Chris Bronk</td>
<td>7</td>
</tr>
</tbody>
</table>

## Ad value and impressions

### SEPTEMBER
- Ad value of print/Web stories: $52,677,433.70
- Audience impressions: 3,755,120,684
- Ad value of TV stories: $321,488.37
- Estimated Nielsen households: 47,167,431
- Total ad value: more than $52,998,922.07
- Total impressions: more than 3,802,288,115

### Cumulative total
(September 2009–September 2010)
- Total ad value: more than $400,032,827
- Total impressions: more than 14,606,712,102