Who knew

Rice.edu

- With 877,853 visits in September, rice.edu had its best month of 2009.

- The Prospective Students gateway generated 242,475 page views. Based on past performance, at least 20 percent of rice.edu’s traffic will be generated by future Owls over the next six months — giving the entire rice.edu domain a substantial audience to target.

- Rice expanded its social media presence by adding a page on Flickr. The photo-sharing site allows the university community to post unlimited photos in a gallery that can easily be shared through social media or embedded in Rice News stories.

Multicultural Community Relations

- The Houston Association of Hispanic Media Professionals (HAHMP) and MCR drew more than 200 members of the Rice and Hispanic communities to campus for a mayoral debate featuring the four major mayoral candidates: Peter Brown, Gene Locke, Roy Morales and Annise Parker. Dignitaries included Texas Sen. Mario Gallegos, Texas Rep. Carol Alvarado, Sheriff Adrian Garcia and a host of Hispanic journalists. Channel 13 anchorman Art Rascon served as moderator.

  Rice sophomore Myles Bugbee: “The debate was a great opportunity for students to meet the candidates. We really think Rice students are challenging the stereotype of political apathy on campus.”

News and Media

- Rice’s first African-American student, Raymond Johnson ’69, was featured on the front page of the Sept. 16 Houston Chronicle about his return to Rice to teach.

Creative Services

- Creative Services edited and designed a report on Rice Athletics that details the many successes, both on and off the field, of the university’s 14 varsity teams over the last three years.

- Rice at Large won a Special Award in the Newsletters/Tabloids/Newspapers (8-1/2 x 11 inches or smaller) category from the Council for Advancement and Support of Education District IV.
Web metrics | monthly report

September 2009

Rice.edu visits: year-to-year trend*

![Graph showing year-to-year trend of Rice.edu visits from 2007-08 to 2008-09]

Popular features

![Bar chart showing popular features with page views]

Overall Web metrics*

<table>
<thead>
<tr>
<th></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>TOTALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors</td>
<td>512,915</td>
<td>470,761</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>3,748,521</td>
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<tr>
<td>Visits</td>
<td>827,763</td>
<td>778,401</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>6,018,960</td>
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<tr>
<td>Page views</td>
<td>1,354,656</td>
<td>1,271,103</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>10,023,437</td>
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<tr>
<td>Pages per visit</td>
<td>1.64</td>
<td>1.63</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>1.665</td>
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<tr>
<td>Average time</td>
<td>1.45</td>
<td>1.46</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>1.45</td>
</tr>
<tr>
<td>New visitors %</td>
<td>56.96%</td>
<td>55.38%</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>57.42%</td>
</tr>
</tbody>
</table>

*Metrics report reflects traffic to pages managed by Public Affairs over the past nine months.
www.rice.edu progress: new sites/remodels

January–September 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
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
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

<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>
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</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>
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<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>
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<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>
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<tr>
<td>Broadcast and</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>
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<tr>
<td>webcast</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<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>
</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>
</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>
</tr>
</tbody>
</table>

Media Hits

Circulation numbers

January 2007-September 2009: up from 241 to 1,998 (729 percent)
News and media relations

Ad value of print/Web stories: $1,203,836
Audience impressions: 179,291,498

Ad value of TV stories: $649,648
Estimated Nielsen households: 12,279,227

Total ad value: More than $1,853,484
Total number of people reached: More than 191,570,725

News map by state shows where Rice news is being published or aired.

News by country illustrates the countries where Rice news is covered.

Source: Vocus report
News and media relations

News by Media Chart

News by DMA Chart

News by media shows in which media types Rice news records are being published or aired.

News by DMA (designated market area) shows the percentage breakdown of Rice print and broadcast coverage in major media markets.

Source: Vocus report
Michael Emerson, the Allyn and Gladys Cline Professor of Sociology, was quoted on a lawsuit filed against the Billy Graham Evangelistic Association and on the Mosaic Community Covenant Church.

President David Leebron was quoted on alumnus Raymond Johnson joining the Rice faculty as the W.L. Moody Jr. Visiting Professor of Mathematics, signing a memorandum of understanding with Alberta Premier Ed Stelmach to promote greener energy production through advances in nanotechnology, the announcement that Nobel laureate Muhammad Yunus will speak at Rice’s 97th commencement and the extension of a memorandum of understanding with Baylor College of Medicine.
**Media highlights**

**Bob Stein**, the Lena Gohlman Fox Professor of Political Science, was quoted on the Center for Civic Engagement’s poll on Houston voters’ opinions on crime and land use and zoning regulations, a study of Houston’s SafeClear program, how a recently passed climate-change bill will affect Texas, Sen. Kay Bailey Hutchison’s campaign for Texas governor, a Minneapolis town hall meeting hosted by Reps. Michele Bachmann and Ron Paul, the Houston controller’s race, and vote centers in Collin County, Texas.

Atlanta Business Chronicle  
Austin American-Statesman  
ABClocal.go.com/kabc (Calif.)  
Houston Business Journal  
Houston Chronicle  
Individual.com  
KHOU-TV  
KTRH.com  
KUHF-FM  
Longview News-Journal

**Associate Professor of Chemistry Eugene Zubarev** was quoted on Rice’s creation of a polymer-coated version of gold-platinum nanorods that can be used in the organic solvents favored by chemical and drug manufacturers.

Asian News International  
Bionity.com  
Daily India  
DuniyaLive  
Individual.com  
In-Pharmatechnologist.com  
ISA.org  
LaboratoryEquipment.com  
LittleAbout.com  
ManufacturingChemist.com

MedIndia.net  
NewsTrackIndia.com  
RedOrbit.com  
Thaindian.com  
TheEngineer.co.uk  
TheMoneyTimes.com  
TimesOfTheInternet  
TopNews.in  
United Press International
Baker Fellow and Economics lecturer Ken Medlock was quoted on the acquisition of BJ Services Co. by Baker Hughes Inc., a study co-authored by Medlock and Amy Myers Jaffe on the effect of speculators on oil markets, the state of the economy, the future price of oil, the market impact of recent discoveries made by oil companies and energy importation issues facing California. The study co-authored by Medlock and Jaffe also was featured in six foreign language media outlets in Belgium, France and China.

Robert Curl, University Professor Emeritus and the Kenneth S. Pitzer-Schlumberger Professor Emeritus, was quoted on research to identify nitric oxide using lasers and sensors that are highly sensitive, compact and inexpensive.
Vikas Mittal, the J. Hugh Liedtke Professor of Management, was quoted on a study about consumer reaction to changes in corporate logos, efforts by insurance company AIG to de-emphasize its beleaguered brand and a study on brand loyalty.

Media highlights

**History Professor and Baker Fellow Douglas Brinkley** was quoted on his book “The Wilderness Warrior: Theodore Roosevelt and the Crusade for America”; several lectures he gave on this book and on Theodore Roosevelt; the legacy of the late Sen. Ted Kennedy; appearances by President Barack Obama on Sunday morning news programs; a commentary authored by Brinkley on lessons U.S. conservatives could learn from former President Theodore Roosevelt; and Newt and Callista Gingrich’s DVD, “Rediscovering God in America II: Our Heritage.” Brinkley also was featured in two foreign language media outlets from France and Turkey.
Media highlights

Associate Director of the Rice Energy Program and Baker Fellow Amy Myers Jaffe was quoted on a study co-authored by Jaffe and Ken Medlock on the effect of speculators on oil markets, peak oil, the future price of oil, news that the U.S. Department of the Interior will end a controversial oil and gas royalty program, oil exploration and the price of oil, oil resources and the financial downturn, and world dependence on fossil fuels. The study co-authored by Jaffe and Medlock was also featured in six foreign language media outlets in Belgium, France and China.

Richard Tapia, University Professor and the Maxfield-Oshman Professor of Computational and Applied Mathematics, was quoted on winning the Hispanic Heritage Award for Math and Science and on alumnus Raymond Johnson joining the Rice faculty.
Media highlights

Sociology Professor Emeritus and Religion and Public Policy Professor Emeritus William Martin was quoted on the retirement festivities for Harvard professor Harvey Cox, an op-ed he authored on the legalization of marijuana in Texas and the Global Public Policy Forum on the War on Drugs in which he participated at the University of Texas at El Paso. Martin also was featured in an Italian article.

Cleveland Plain Dealer
Current
El Paso Times
ElPasoInc.com
Fort Worth Star-Telegram
Harvard Crimson
Individual.com
KVIA.com
Las Cruces Sun News
Mapinc.org
PharmacyChoice.com
Santa Barbara News
Texas Monthly

James Tour, the Chao Professor of Chemistry and professor of mechanical engineering and materials science and of computer science, was quoted on research on graphene memory. Tour also was featured in nine foreign language publications in China, Germany and Russia.

Asian News International
AZoNano.com
Bio-Medicine
CEMag.us
Communications of the ACM
Congoo News
Daily India
EdaDesignLine.com
EE Times Europe
Electronic Engineering Times
Embedded.com
EPN-Online.com
FPGA Central
GizMag.com
HPC Wire
Innovations Report
LittleAbout.com
MIT Technology Review
Nanotechnology Now
NanoTechWire
NewKerala.com
News Guide
NewsPostOnline.com (India)
NewsTrackIndia.com
PhysOrg.com
RedOrbit.com
Scientific Computing News
SindhToday.net
SoftPedia.com
Storage Newsletter
Taragana.com
Technology Transfer Tactics
ThaIndian.com
The Asian News
The Engineer Online
The Register (U.K.)
TheEngineeer.co.uk
TopNews.in
WebIndia123.com
Yahoo! India News
Yahoo! News
News and media | monthly report

September 2009

Media highlights

Assistant Sociology Professor Michael Lindsay was quoted on the Christian conservative movement, the search for a leader of the U.S.’s social conservative movement, the role of religion in the health care reform debate and religious broadcaster Pat Robertson.

- CBSNews.com
- China Daily
- Colorado Springs Gazette
- Congressional Quarterly
- Dawn.com
- GetReligion.org
- HamptonRoads.com (Va.)
- Medical News Today
- Norfolk Virginian-Pilot (Va.)
- Oman Tribune
- PewForum.org
- Reuters
- The Guardian (U.K.)
- U.tv
- Washington Post

The following were quoted in six or more media outlets:

- David Bailiff
- Denise Chen
- Michael Deem
- Yousif Shamoo
- Linda Thrane
- Frank Tittel
- Genny Volpe
- George Zodrow