O-Week 2011

#RiceOWeek success

For the first time, rice.edu allowed visitors to the school’s website to share their O-Week stories through a unique service called Storefy. Storefy allows users to create a visual timeline of a story’s development by taking social media posts from the individuals who are experiencing an event.

Rice’s Web development team encouraged users to share their stories with the school by including #RiceOWeek in their social media posts. The hashtag was posted at the top of rice.edu and the O-Week running commentary became the site’s fifth-most popular story in August with 6,445 page views.

Rice News once again provided comprehensive coverage of O-Week with news stories, features, photos and videos. The coverage generated a total of 28,278 page views.

Web and visual media

Rice.edu

With students returning to campus for the fall semester, rice.edu had its strongest month since November 2010 with 849,483 visits in August. It is the eighth time since September 2007 that Rice has topped more than 845,000 visits in a single month.

Rice YouTube channel

Rice University has found an audience on YouTube. With a new collection of videos available, Rice generated a record 78,309 views in August. That smashed the previous record—28,185 views in July. The month’s top video, a feature showing how one Rice lab can make $15 billion worth of grahophone out of a single box of Girl Scout Cookies, had 30,252 views.
In the community

Welcome to “Welcome”

In an effort to keep members of the Houston community better informed about educational and cultural events at Rice, University Relations recently redesigned its popular “Open Invitations” email newsletter and greatly expanded its distribution list. Now known as “Welcome,” the weekly email offers a digest of public events on the Rice campus, most of which are free, and all of which are open to the public.

We look forward to welcoming even more of our neighbors to campus.

Rice Vote Coalition

With the largest-ever incoming class arriving on campus, the Rice Vote Coalition hosted nine voter registration drives. More than 200 new students registered to vote, with a majority in Rice’s own Precinct 361. The bird pictured below was the first to sign up.

Multicultural O-Week receptions

Multicultural Community Relations (MCR) helped the Black Student Association and Hispanic Association for Cultural Enrichment at Rice host more than 200 freshmen and parents at each of their annual O-Week receptions.

Annual HAHMP luncheon

MCR invited Kinder Institute Co-Director Stephen Klineberg to present information about the Houston Area Survey to a group of local journalists at the annual luncheon of the Houston Association of Hispanic Media Professionals. Watch the video for more on this event.

Centennial Celebration

100 years of Rice in 30 seconds

Capturing nearly 100 years of Rice history in 30 seconds is not easy, but a new TV spot from Rice’s Office of Public Affairs does exactly that. The camera follows a glowing timeline starting with 1912 as it races through the Saltyport, across decades of historic images, books and artifacts, past a shuttle launch and on to the Centennial Celebration and into the future.

Owls Insider

The spot premiered Sept. 1 during the season’s first “Owls Insider” show on Fox Sports Houston. Public Affairs is producing 90-second spots to air on Fox Sports Houston, Fox Sports Southwest, Fox Sports Oklahoma and Fox Sports South. The shows will air in Houston on Thursdays at 5 p.m. (CT) and Fridays at 1 p.m. (CT) for the rest of the football season.

View the new TV spot on the Rice YouTube channel here.

Creative services

Creative Services produced the matriculation poster and program, which were given to each of more than 1,000 new students on the first day of O-Week.

The 2012 Alumni Travel/Study Program brochure details 12 trips as well as the Alumni College Week-end organized by the Office of Alumni Affairs. The brochure, produced by Creative Services, was sent to 35,500 alumni and friends of the university.

The Office of Admission distributes its 85,000 copies of the financial aid brochure to potential future Rice students at college fairs, on campus tours or through the mail throughout the academic year. Creative Services produced this brochure, which provides information about grants, loans, work study and scholarships.
Media | Total Positive Impressions*  
--- | ---  
Facebook | 418,210  
Twitter | 2,963,016  
Blogs | 376,512  
YouTube | 2,715,840  
Reddit | 49  
Digg | 722  

*Estimated

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**Rice.edu benchmarks**

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>Media</th>
<th>Visitors</th>
<th>Visits</th>
<th>Page views</th>
<th>Pages per visit</th>
<th>Average time</th>
<th>New visitors %</th>
</tr>
</thead>
<tbody>
<tr>
<td>December</td>
<td>January</td>
<td>February</td>
<td>March</td>
<td>April</td>
<td>May</td>
<td>June</td>
</tr>
<tr>
<td>Visitors</td>
<td>496,717</td>
<td>537,432</td>
<td>500,006</td>
<td>562,842</td>
<td>526,972</td>
<td>497,978</td>
</tr>
<tr>
<td>Visits</td>
<td>715,780</td>
<td>797,477</td>
<td>753,251</td>
<td>842,265</td>
<td>796,350</td>
<td>708,786</td>
</tr>
<tr>
<td>Page views</td>
<td>1,387,620</td>
<td>1,475,482</td>
<td>1,347,852</td>
<td>1,550,889</td>
<td>1,440,679</td>
<td>1,290,365</td>
</tr>
<tr>
<td>Pages per visit</td>
<td>1.94</td>
<td>1.85</td>
<td>1.79</td>
<td>1.84</td>
<td>1.81</td>
<td>1.82</td>
</tr>
<tr>
<td>Average time</td>
<td>1:44</td>
<td>1:40</td>
<td>1:33</td>
<td>1:37</td>
<td>1:35</td>
<td>1:34</td>
</tr>
<tr>
<td>New visitors %</td>
<td>64.18%</td>
<td>62.66%</td>
<td>61.29%</td>
<td>61.93%</td>
<td>61.07%</td>
<td>65.02%</td>
</tr>
</tbody>
</table>

*Totals reflect the past nine months of measurements.

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

![Graph showing year-to-year trend](image-url)
Popular features

Rice News delivered its second-most popular feature of 2011 with a story about how Jim Tour’s lab can make $15 billion worth of graphene out of a single box of Girl Scout Cookies. The story generated 16,475 page views in August, making it the fourth story this year to top 10,000 page views in a single month.

CIRCULATION NUMBERS
Rice News: 9,702
Dateline Rice: 8,770

Media hits: trends

August 2011 was up 791 percent from January 2007.

July–August 2011 was up 215 percent from July–August 2007.
# Media hits: monthly results

<table>
<thead>
<tr>
<th>Media</th>
<th>March–April</th>
<th>May–June</th>
<th>July–August</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>253</td>
<td>345</td>
<td>334</td>
</tr>
<tr>
<td>International</td>
<td>487</td>
<td>938</td>
<td>648</td>
</tr>
<tr>
<td>Local and state</td>
<td>795</td>
<td>809</td>
<td>948</td>
</tr>
<tr>
<td>Trade publications</td>
<td>188</td>
<td>222</td>
<td>282</td>
</tr>
<tr>
<td>Other U.S. coverage</td>
<td>1,518</td>
<td>2,393</td>
<td>2,189</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>3,241</strong></td>
<td><strong>4,707</strong></td>
<td><strong>4,401</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 almost 86 percent of hits coming from that medium.

**NEWS BY SUBJECT**

General news about Rice dominates the coverage, but stories about Owls Athletics remains strong.

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

Rice centennial mentions

Articles in the Houston Chronicle, Culturemap.com and BeerStreetJournal.com reported on alumnus and Saint Arnold founder Brock Wagner’s ’87 Centenni-Ale.

A Houston Chronicle lead editorial highlighted Rice’s centennial freshman class and provided a historical perspective of the university’s progress during the past 100 years. Rice presidents David Leebron and Edgar Odell Lovett were quoted. The editorial followed Leebron’s visit to the Chronical editorial board.

Susann Glenn, manager of communications for Facilities, Engineering and Planning, appeared on KHOU-TV’s “Great Day Houston” to discuss tailgating at football games and Rice’s centennial celebration.

Futurity.org

Rice had 17 more stories featured on futurity.org, which showcases “Breaking News From the Future,” for a total of 107 placements since June 2009 when Futurity was inaugurated.

Ad value and impressions

JULY-AUGUST 2011
Ad value of print/Web stories: $91,140,950.96
Audience impressions*: 115,042,928,472

Ad value of TV stories: $883,032.40
Estimated Nielsen households: 15,549,459

Total ad value: more than $92,023,983.36
Total impressions: more than 115,058,477,931

Cumulative total
(September 2009-August 2011)
Total ad value: more than $818,515,691.70
Total impressions: more than 417,152,497,775

*An impression is a human contact.

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Star faculty media coverage

Neal Lane — 317
Mark Jones — 195
Ken Medlock — 136
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William Martin — 60
Bob Stein — 40
Peter Hartley — 38
Michael Emerson — 35
Allen Matusow — 29
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Bryan Brown — 21
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Marcia O’Malley — 20
Evan Siemann — 20
Andrew Barron — 18
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Elaine Howard Ecklund — 15
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