

From: Linda Thrane [mailto:thrane@rice.edu]

Sent: Friday, June 04, 2010 3:32 PM

To: Satish.Nagarajaiah@rice.edu

Cc: sallie@rice.edu; alvarez@rice.edu; druth@rice.edu; stark@rice.edu; balmond@rice.edu; jadeboyd@rice.edu; mikewilliams@rice.edu

Subject: May media report

Satish,

Congratulations on being our most-quoted expert in the news media during the month of May. As indicated in the attached report, you had more than 660 media placements last month, thanks to your willingness to share your expertise to help the media report on the BP oil spill in the Gulf. While that number itself is impressive, so is the variety of placements in the national broadcast media, including CNN's "Rick's List," NBC's "Nightly News with Brian Williams," ABC's "World News with Diane Sawyer" and MSNBC's "The Rachel Maddow Show."

We're very grateful for your generosity of time and expertise.

Regards, Linda

Linda Thrane, Vice President for Public Affairs

Office of Public Affairs | Rice University, MS 610 | Allen Center, Suite 310 | 6100 S. Main,
Houston, TX 77005 | [Office 713-348-6281](tel:713-348-6281) | [Fax 713-348-6282](tel:713-348-6282)

Who knew

Overview

- As the Deepwater Horizon disaster and resulting oil spill made local, national and international headlines in May, Rice News and Media Relations issued alerts to the media featuring the expertise of Rice experts.
- Satish Nagarajaiah, professor in civil and environmental engineering and in mechanical engineering and materials science, earned **more than 660 media placements** in the month of May.
- That is the highest number of media placements in one month by any individual since Public Affairs began tracking metrics in 2007.
- Through Nagarajaiah's media appearances, Rice had hundreds of millions of exposures, reaching a **circulation audience of almost 375 million people**.
- Those placements account for an **advertising equivalency of more than \$7.1 million**.

Media highlights

- April 30: Nagarajaiah was featured on [NBC Nightly News](#) with Brian Williams. The coverage garnered an estimated viewership of 5,208,992.
- May 5: The [Houston Chronicle](#) did a special live blog session with Nagarajaiah to answer reader questions.
- May 11: He was featured on [ABC World News](#) with Diane Sawyer and live on MSNBC's [Rachel Maddow Show](#).
- May 12: He was featured on ABC's [Good Morning America](#).
- May 12: He was quoted in an [Associated Press](#) story that appeared in about 285 media outlets.
- May 17: Nagarajaiah was quoted in a [Reuters](#) story that appeared in about 70 media outlets throughout the world, including the Economic Times of India, Irish Times, Scientific American and Yahoo! News.
- May 26: He appeared on [CNN Rick's List](#) and has returned to the program twice since then. Host Rick Sanchez joked that he has interviewed Satish often enough to learn how to pronounce his last name.
- May 28: Nagarajaiah again appeared on [NBC Nightly News](#) with Brian Williams.



AP Associated Press



Media appearances



Nagarajaiah was quoted in the media 660 times on various aspects of the BP oil rig explosion and the resulting oil spill in the Gulf of Mexico and efforts to plug the leak. Following is a list of media outlets in which Nagarajaiah appeared:

950KPRC.com
ABC26.com (New Orleans)
ABCMoney.co.uk
ABCNews.com
ABC-TV
ABS-CBNNews.com
Action3News.com (Omaha, Neb.)
Akron Beacon Journal
Al.com (Ala.)
Alaska Journal of Commerce (Anchorage, Alaska)
AlertNet.org
Alibaba.com
Aljazeera.net
American Chronicle
Anchorage Daily News (Alaska)
Anderson Independent Mail (S.C.)
AOL News
Arizona Daily Star
Arizona Daily Sun
AsiaOne.com
Aspen Times (Colo.)
Associated Press
Atlanta Journal-Constitution
Bakersfield Now (Calif.)
BayNews9.com (St. Petersburg, Fla.)
BBC World News
Beaumont Enterprise
Beaver County Times (Pa.)
Belleville News Democrat (Ill.)
Bellingham Herald (Wash.)
Billings Gazette (Mont.)
Bismarck Tribune (N.D.)
Bloomberg.com
BlueRidgeNow.com (Hendersonville, N.C.)
Boston Globe
Buenos Aires Herald
Buffalo News
Business Spectator
Business Standard India
Business Week
BusinessAndFinance.ie
BusinessTimes.com.sg
Calgary Herald (Alberta, Canada)
Cape Argus
Cape Cod Times
CapitalFM.com
Carlisle Sentinel (Pa.)
Casper Star-Tribune (Wyo.)
CBS4.com (Miami)
CBS4qc.com (Ill./Iowa)
CBSNews.com
CentralFloridaNews13.com (Fla.)
CentralFM.co.uk
Chicago Sun-Times
Chico Enterprise-Record (Calif.)
CityTalk.fm
ClassicFM.co.uk
ClickOrlando.com (Fla.)
Clyde1.com
CNBC.com
CNN-TV
Columbia Daily Tribune (Mo.)
Columbus Republic (Ind.)
Coos Bay World (Ore.)
Corvallis Gazette-Times (Ore.)
Daily Advertiser (Lafayette, La.)
Daily Breeze (Cape Coral, Fla.)
Daily Comet (Thibodaux, La.)
DailyFinance.com
Del Rio News-Herald (Texas)
Delco Times (Delaware County, Pa.)
Denver Post
Dickinson Press (S.D.)
Economic Times of India
Edge Gay Media Network
Edge New York
EdgeBoston.com
EdgeMaimi.com
Edmonton, Journal (Alberta, Canada)
ENN.com
eTaiwan News
Examiner.com (Denver)
FederalNewsRadio.com
Financial Times
FinanzNachrichten.de
FindLaw: for Corporate Counsel
Forbes
ForexPros.com
ForExYard.com
Fox12Idaho.com (Idaho)
FoxNews.com
Gadsden Times (Ala.)
GlobalLethbridge.com
GlobalWinnipeg.com
Grand Rapids Press (Mich.)
Grande Prairie Daily Herald-Tribune
Grass Valley Union (Calif.)
Greater Baton Rouge Business Report
Greeley Tribune (Colo.)
Greenwich Time (Conn.)
GroundReport.com
HawaiiNewsNow.com
Heart.co.uk
Helena Independent Record (Mont.)
Hendersonville Times-News (N.C.)
HertsMercury.co.uk
Hilton Head Island Packet (S.C.)
Houma Courier (La.)
Houston Chronicle
HuffingtonPost.com
Idaho Statesman
iii.co.uk
IndianExpress.
InsuranceJournal.com
International Business Times
Irish Times
IRN.co.uk
JackBristol.com
Jefferson City News-Tribune (Mo.)
Journal Gazette (Fort Wayne, Ind.)
Journal Times (Racine, Wis.)
JustNews.com (Miami)
KAALtv.com (Minn./Iowa)



Public Affairs | Media Report

April 30 to May 31

Satish Nagarajaiah

KAIT-TV.com (Jonesboro, Ark.)	KMSB-TV.com (Tucson, Ariz.)	KVBC-TV (Las Vegas)
KAKE-TV (Wichita, Kan.)	KNBC-TV (Los Angeles)	KVIA-TV (El Paso, Texas)
Kansas City Star (Mo.)	KNDU-TV.com (Yakima, Wash.)	KVUE-TV (Austin, Texas)
KARE-TV (Minneapolis)	KNOE-TV (Monroe, La.)	KWCH-TV.com (Kan.)
KATC-TV.com (Lafayette, La.)	KNSD-TV (San Diego)	KWQC-TV (Davenport, Iowa)
KATU.com (Portland, Ore.)	KNTV-TV (San Francisco)	KWTV-TV.com (Oklahoma City)
KBAK-TV.com (Bakersfield, Calif.)	KNVN-TV (Chico/Redding, Calif.)	KWWL-TV (Iowa City, Iowa)
KCAL-TV.com (Los Angeles)	KOAM-TV.com (Kan./Mo.)	KXAN-TV (Austin, Texas)
KCAU-TV (Sioux City, Iowa)	KOAT.com (Albuquerque, N.M.)	KXAS-TV (Dallas)
KCBA-TV.com (Monterey, Calif.)	KOB-TV (Albuquerque, N.M.)	KXLY-TV.com (Spokane, Wash.)
KCBS-AM (San Francisco)	KOCO.com (Oklahoma City)	KXXV-TV.com (Waco, Texas)
KCBY.com (Coos Bay, Ore.)	KOLD-TV.com (Ariz.)	Lake Wylie Pilot.com (S.C.)
KCCI.com (Des Moines, Iowa)	KOLO-TV (Reno, Nev.)	Laramie Daily Boomerang (Wyo.)
KCEN-TV (Waco, Texas)	KOMO.com (Seattle)	Las Cruces Sun-News (N.M.)
KCOY-TV.com (Santa Barbara, Calif.)	KOTA-TV.com (Rapid City, S.D.)	Las Vegas Sun
KCRA-TV (Sacramento, Calif.)	KOTV-TV.com (Tulsa, Okla.)	LBC.co.uk
KCTV-TV.com (Kansas City, Mo.)	KPHO-TV.com (Phoenix)	Ledger Independent (Maysville, Ky.)
KEPR.com (Pasco, Wash.)	KPIC.com (Eugene, Ore.)	Leesville Daily Leader (La.)
KERO-TV.com (Bakersfield, Calif.)	KPLC-TV.com (Lake Charles, La.)	LeicesterSound.co.uk
Kerrville Daily Times	KPNX-TV (Phoenix)	Lexington Dispatch (Ky.)
KETV.com (Omaha, Neb.)	KPRC-TV	LiveMint.com
KFDA.com (Amarillo, Texas)	KPTV-TV.com (Portland, Ore.)	Logan Herald Journal
KFMB-TV.com (San Diego)	KPVI-TV.com (Pocatello, Idaho)	Lompoc Record (Calif.)
KFOX-TV.com (El Paso, Texas)	KREM-TV.com (Chicago)	Long Beach Press-Telegram
KFSN-TV (Fresno, Calif.)	KRGV-TV (Rio Grand Valley, Texas)	Los Angeles Times
KFVS-TV.com (Cape Girardeau, Mo.)	KSAT-TV.com (San Antonio, Texas)	LSE.co.uk
KGET-TV (Bakersfield, Calif.)	KSBW-TV.com (Monterey/Salinas, Calif.)	Macon Telegraph (Ga.)
KGMI.com (Bellingham, Wash.)	KSBY-TV (Santa Barbara, Calif.)	Malaysia Insider
KGTV-TV.com (San Diego)	KSBY-TV.com (San Luis Obispo, Calif.)	Malaysia Star
KGW-TV (Portland, Ore.)	KSCW-TV.com (Kan.)	Marin Independent Journal (Calif.)
KHGI-TV (Axtell, Neb.)	KSDK-TV (St. Louis)	MercuryFM.co.uk
KHOU-TV	KSEE-TV (Fresno, Calif.)	MetroRadio.co.uk
KHQRightNow.com (Wash./Idaho)	KSHB-TV (Kansas City, Mo.)	Minneapolis-St. Paul Star Tribune
KIDK.com (Pocatello, Idaho)	KSLA-TV.com (Shreveport, La.)	Mitchell Daily Republic (S.C.)
KIMA.com (Yakima, Wash.)	KSL-TV (Salt Lake City)	MoneyCentral.MSN.com
KING-TV (Seattle)	KSWO-TV.com (Lawton, Okla.)	MoneyControl.com
KION TV.com (Salinas, Calif.)	KSWT-TV.com (Yuma, Ariz.)	Monterey County Herald (Calif.)
KIRO-TV.com (Seattle)	KTAL-TV (Shreveport, La.)	Montgomery Advertiser
KITV-TV.com (Honolulu)	KTIV-TV.com (Sioux City, Iowa)	MSN Money
KIVI-TV.com (Boise, Idaho)	KTNV.com (Las Vegas)	MSNBC-TV
KJCT8.com (Colo.)	KTRH.com	Muzi.com
KKFX-TV.com (Santa Maria, Calif.)	KTRV-TV (Boise, Idaho)	MWCNews.net
KLBJ-AM.com (Austin, Texas)	KTTC.com (Rochester, Minn.)	MyFoxOrlando.com
KLEW.com (Lewiston, Idaho)	KTUU.com (Anchorage, Alaska)	MyMotherLode.com (Sierra, Nev.)
KLFY-TV.com (Lafayette, La.)	KTVB-TV.com (Boise, Idaho)	MyWestTexas.com (Midland/Odessa, Texas)
KLKN-TV (Lincoln, Neb.)	KTVM.com (Reno/Tahoe, Nev.)	Napa Valley Register (Calif.)
KLTV-TV.com (Tyler/Longview, Texas)	KTVU-TV.com (Oakland, Calif.)	National Post
KMBC-TV.com (Kansas City, Mo.)	KTVZ.com (Hampton Roads, Va.)	National Public Radio
KMGH-TV.com (Denver)	KUHF-FM NPR	NBC29News.com (Charlottesville, Va.)
KMPHFox26.com (San Joachin Valley, Calif.)	KUSA-TV (Denver)	NBC-TV
	KVAL.com (Eugene, Ore.)	



Public Affairs | Media Report

April 30 to May 31

Satish Nagarajaiah

New Orleans Times-Picayune News10NBC.com (Rochester, N.Y.) NewsChannel8.com (D.C.)	Seattle Post-Intelligencer Seattle Times Seattle's Child ShareNet.co.za	WCBD-TV (Charleston, S.C.) WCBS-TV.com (N.Y., N.J., Conn.) WCMH-TV (Columbus, Ohio) WCNC-TV (Charleston, N.C.) WCPO-TV (Cincinnati) WCSC-TV .com (Charleston, S.C.) WCSH-TV (Portland, Maine) WCVB-TV.com (Boston) WDAM-TV.com (Hattiesburg, Miss.) WDBJ-TV.com (Roanoke, Va.) WDIV-TV (Detroit) WDRB-TV.com (Ky., Ind.) WDSU.com (New Orleans) WEAR-TV (Fla.) WECTTV6.com (Wilmington, N.C.) WEHT-TV (Henderson, Ky.) WESH.com (Orlando, Fla.) WEYI-TV (Flint, Mich.) WFAA-TV.com (Dallas/Fort Worth, Texas) WFIE.com (Evansville, Ind.) WFLA-TV (Tampa Bay, Fla.) WFMJ-TV.com (Youngstown, Ohio) WFMZ.com (Allentown, Pa.) WFTV-TV.com (Orlando, Fla.) WGAL-TV (Harrisburg, Pa.) WGBA-TV.com (Green Bay, Wis.) WGCL-TV.com (Atlanta) WGEM-TV.com (Quincy, Ill.) WGRZ-TV (Buffalo, N.Y.) WHBF-TV.com (Ill./Iowa) WHDH-TV (Boston) WHEC-TV (Rochester, N.Y.) WHIO-TV.com (Dayton, Ohio) WHO-TV (Des Moines, Iowa) WHTM-TV (Harrisburg, Pa.) WIBC-FM.com (Indianapolis) Wilmington Star-News (Del.) Wisconsin State Journal (Madison, Wis.) WISC-TV.com (Madison, Wis.) WISN.com (Milwaukee) WIS-TV (Columbia, S.C.) WITN-TV (Greenville, N.C.) WJAR-TV (Providence, R.I.) WJRT-TV (Flint, Mich.) WJSU-TV.com (Birmingham, Ala.) WJTV.com (Jackson, Miss.) WJXT-TV.com (Jacksonville, Fla.) WKBM-TV (Buffalo, N.Y.) WKBT-TV.com (La Crosse, Wis.) WKBW-TV (Buffalo, N.Y.) WKMG-TV (Orlando, Fla.) WKOW-TV.com (Madison, Wis.)
Newsday News-Review – Online (Roseburg, Ore.) News-Times (Danbury, Conn.) Newser NewsWest9.com (Midland/Odessa, Texas) North County Times (Calif.)	Sierra Vista Herald (Ariz.) Sify.com (India) Stamford Advocate Stockton Record (Calif.) Sun2Surf.com Ten17.co.uk The Facts (Clute, Texas) The Ledger (Lakeland, Fla.) The Olympian (Wash.) The Southern (Carbondale, Ill.) The Union (Calif.) TheDailyHerald.com TheDenverDailyNews.com ThePittsburghChannel.com (Pa.) TheStar.co.za TheWolf.co.uk Times Leader (Wilkes Barre, Pa.) Times of Northwest Indiana TradeArabia.com TrentFM.co.uk Tri-City Herald (Kinnewick, Wash.) Tulsa World (Okla.) Tuscaloosa News TVNZ.co.nz U.S. Daily UpstreamOnline.com Vail Daily (Colo.) Ventura County Star VikingFM.co.uk Vision.org 5/13/10 WAAY.com (Huntsville, Ala.) WAFB-TV.com (Baton Rouge, La.) WAFF-TV.com (Huntsville, Ala.) WAND.com (Ill.) WAOW-TV.com (Wausau, Wis.) WAPT-TV.com (Jackson, Miss.) Washington Examiner WAVE-TV (Louisville, Ky.) WAVY-TV (Norfolk, Va.) WBAL-TV (Baltimore) WBBH-TV (Fort Myers, Fla.) WBOC-TV15.com (Del., Md.) WBRC.com (Birmingham, Ala.) WBRE-TV (Wilkes-Barre, Pa.) WBRZ-TV (Baton Rouge, La.) WBTB-TV.com (Charlotte, N.C.) WCAU-TV (Philadelphia) WCAX.com (Vt.)	
NPR.org NWITimes.com (Ind./Ill.) Ocala.com (Fla.) Options News Network Osceola Sentinel Tribune (Iowa) Palestine Herald Press (Texas) Peterborough Examiner (Ontario, Canada) Philadelphia Inquirer Phillyburbs.com (Philadelphia) PlanetArt.org Post Chronicle Press Democrat (Santa Rosa, Calif.) PBS/KERA (Albany, N.Y.) PBS/KNAU (Flagstaff, Ariz.) PBS/KUAR (Little Rock, Ark.) PBS/KWMU (St. Louis) PBS/WBFO (Buffalo, N.Y.) PBS/WFCR (Amherst, Mass.) PBS/WXEL (West Palm Beach, Fla.) PBS/WXXI (Rochester, N.Y.) R & D Magazine Reading Eagle (Pa.) RealClearPolitics.com RedDragonFM.co.uk Regina Leader-Post (Saskatchewan, Canada)		
Reuters Reuters India Rhineland Daily News (Wis.) Rio Grande Valley Monitor RockFM.co.uk		
Sacramento Bee Salem News		
Salon.com San Angelo Standard Times (Texas)		
San Diego Union-Tribune		
San Francisco Chronicle San Francisco Examiner		
San Jose Mercury News Saskatoon Star Phoenix (Saskatchewan, Canada) Sayre Morning Times (Pa.)		
Scientific American		



Public Affairs | Media Report

April 30 to May 31

Satish Nagarajaiah

WKRG-TV.com (Mobile, Ala.)
WKYC-TV (Cleveland)
WLBT-TV.com (Jackson, Miss.)
WLNE-TV (R.I., Conn.)
WLNS.com (Lansing, Mich.)
WLOS-TV (Asheville, N.C.)
WLOX-TV (Miss.)
WLWT-TV (Cincinnati)
WMAQ-TV (Chicago)
WMBF.com (Myrtle Beach, S.C.)
WMC-TV (Memphis, Tenn.)
WMTW-TV.com (Portland, Maine)
WMUR.com (Manchester, N.H.)
WNBC-TV (New York)
WNCN-TV (Raleigh, N.C.)
WNEM.com (Saginaw, Mich.)
WNYT-TV (Albany, N.Y.)
WOAI-TV (San Antonio)
WOI-TV (Des Moines, Iowa)
WOKV-FM.com (Jacksonville, Fla.)
WOOD-TV (Grand Rapids, Mich.)
WOWT-TV (Omaha, Neb.)
WPBF.com (West Palm Beach, Fla.)
WPMI-TV (Mobile, Ala.)
WPTV-TV (West Palm Beach, Fla.)
WPTY-TV (Memphis, Tenn.)
WPTZ-TV (Burlington, Vt.)
WPTZ-TV.com (N.Y., Vt.)
WPXI.com (Pittsburgh)
WQOW-TVNews18.com (Eau Claire, Wis.)
WRAL.com (Raleigh, N.C.)
WRCB-TV.com (Chattanooga, Tenn.)
WRC-TV (Washington)
WREX-TV.com (Rockford, Ill.)
WRTV.com (Indianapolis, Ind.)
WSAV-TV (Savannah, Ga.)
WSAZ-TV (Charleston, W.V.)
WSBT.com (Atlanta)
WSFA-TV.com (Montgomery, Ala.)
WSLS.com (Roanoke, Va.)
WSMV-TV (Nashville, Tenn.)
WSYX-TV (Columbus, Ohio)
WTAE.com (Pittsburgh)
WTE.com (Albany, N.Y.)
WTHR-TV (Indianapolis)
WTLV-TV (Jacksonville, Fla.)
WTMJ-TV (Milwaukee)
WTOL.com (Toledo, Ohio)
WTOV-TV.com (Ohio/W.Va.)
WTVD-TV (Raleigh, N.C.)
WTVF-TV.com (Nashville, Tenn.)
WTVJ-TV (Miami)

WTVM.com (Columbus, Ga.)
WVEC-TV (Norfolk, Va.)
WVIT-TV (Hartford/New Haven, Conn.)
WVLA-TV (Baton Rouge, La.)
WVTM-TV (Birmingham, Ala.)
WVVA-TV.com (Beckley, W.Va.)
WWBT-TV (Richmond, Va.)
WWLP-TV (Springfield, Mass.)
WWL-TV.com (New Orleans)
WWSBABC7.com (Sarasota, Fla.)
WXIA-TV (Atlanta)
WXII-TV.com (Winston-Salem, N.C.)
WXOW-TV.com (La Crescent, Calif.)
WXVT.com (Greenville, Miss.)
WYFF.com (Greenville, S.C.)
WZVN-TV.com (Fort Myers, Fla.)
Yahoo! Business
Yahoo! Canada
Yahoo! Green
Yahoo! India
Yahoo! News
Yahoo! Tech
York Daily Record (Pa.)