

# Marketing and Communications

JANUARY-MARCH 2019 • QUARTERLY REPORT

## CRITICAL MENTION

MEDIA MONITORING SERVICE

- Total National TV Audience **1,932,272**
- Total National TV Publicity USD **\$194,773**
- Total Local TV Audience **1,514,034**
- Total Local TV Publicity USD **\$84,198**
- Total Online News Publicity USD **\$2,998,344**
- Total Social Followers **2,369,218**
- Total Number of Clips **2,645**

Total Online News Audience  
**247,848,064**



## Top Stories

Patches, America's oldest giraffe, under palliative care at zoo as health declines (video featured Andrew Cushing)

Carried by outlets including:

USA Today, My Sun Coast, WECT  
Wilmington, KFVS Cape Girardeau

Disease threatening deer population  
has spread to 26 states  
(article quoted Dan Grove)

Carried by outlets including:

The Wall Street Journal

## Sample Creative Projects

Animal Science Rack Card

CVM Banners

Facebook Live Promo Photo: Neal Stewart

Herbert College of Agriculture Scarves

Rwanda Success Stories Booklet

W 806 Promoting Physical Activity

at the Workplace

W 657 Tennessee Home Garden Variety Trials



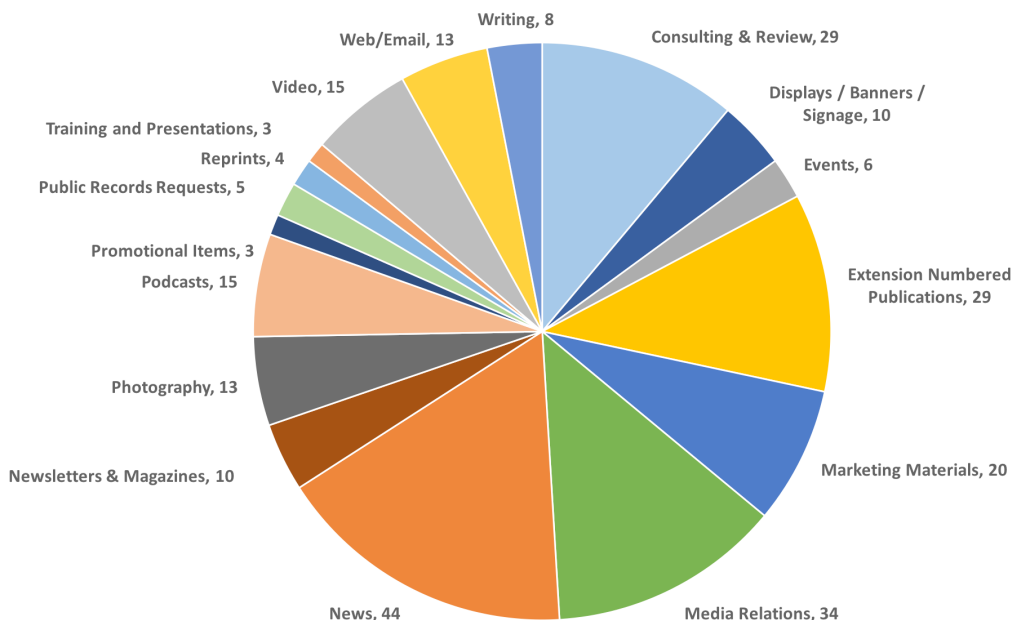
# TRELLO

PROJECT MANAGEMENT SYSTEM  
COMPLETED PROJECTS JANUARY-MARCH 2019

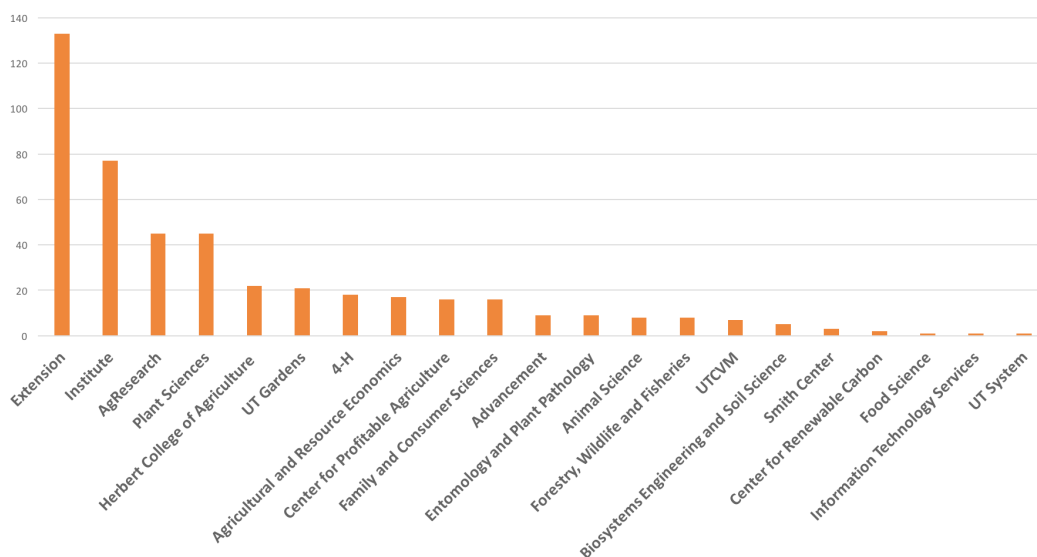
## PROJECTS BY TYPE

News.....	44
Media Relations .....	34
Consulting & Review.....	29
Extension Numbered Publications.....	29
Marketing Materials.....	20
Podcasts.....	15
Video.....	15
Photography.....	13
Web/Email.....	13
Newsletters & Magazines.....	10
Displays/Banners/Signage.....	10
Writing.....	8
Events.....	6
Public Records Requests.....	5
Reprints.....	4
Promotional Items.....	3
Training & Presentations.....	3

**Total Projects: 261**



## PROJECTS BY CLIENT



Extension	133	Entomology and	
Institute	77	Plant Pathology	9
AgResearch	45	Animal Science	8
Plant Sciences	45	Forestry, Wildlife and Fisheries	8
Herbert College of Agriculture	22	UTCVM	7
UT Gardens	21	Biosystems Engineering	
4-H	18	and Soil Science	5
Agricultural and		Smith Center	3
Resource Economics	17	Food Science	1
Center for Profitable Agriculture	16	Information Technology Services	1
Family and Consumer Sciences	16	UT System	1
Advancement	9		

and...

**8 MEMBERS** of Marketing & Communications **8 COMMITTEES**  
**SERVED ON** **THIS QUARTER**