

Marketing and Communications

APRIL-JUNE 2019 • QUARTERLY REPORT

CRITICAL MENTION

MEDIA MONITORING SERVICE

- Total National TV Audience **3,457,104**
- Total National TV Publicity USD **\$268,347**
- Total Local TV Audience **1,508,753**
- Total Local TV Publicity USD **\$101,830**
- Total Online News Publicity USD **\$6,112,897**
- Total Social Followers **2,537,201**
- Total Number of Clips **2,558**

Total Online News Audience
303,260,539



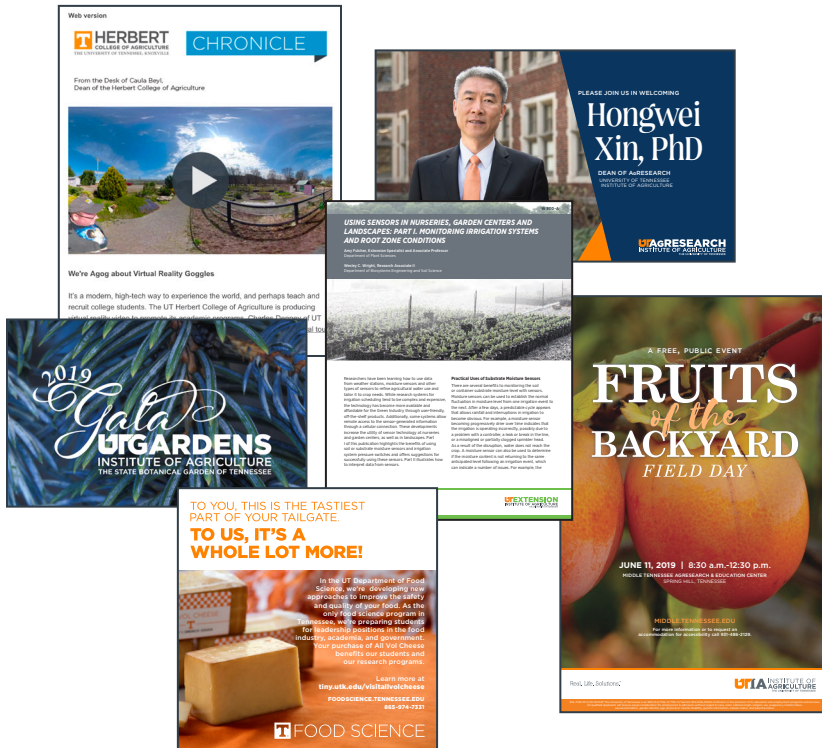
Top Stories

UTIA Dairy Products Evaluation
Team Ranked First in Nation
(UTIA News Release)

Carried by outlets including:
Hoard's Dairyman, TN Farm Bureau News

Research shows temperature, glyphosate
increase probability for dicamba volatility
(UTIA News Release)

Carried by outlets including:
Science Daily, Soybean South, SeedQuest,
AgFax Weed Solutions, Cotton Grower



Sample Creative Projects

Herbert Chronicle E-newsletter, April 2019
Announcement Postcard for AgResearch
Dean Hongwei Xin
UT Gardens Gala Invitation
W 800-A Using Sensors in Nurseries, Garden
Centers, and Landscapes for Monitoring
Irrigation Systems and Root Zone Conditions
Fruits of the Backyard Field Day Poster
Food Science All Vol Cheese Ad

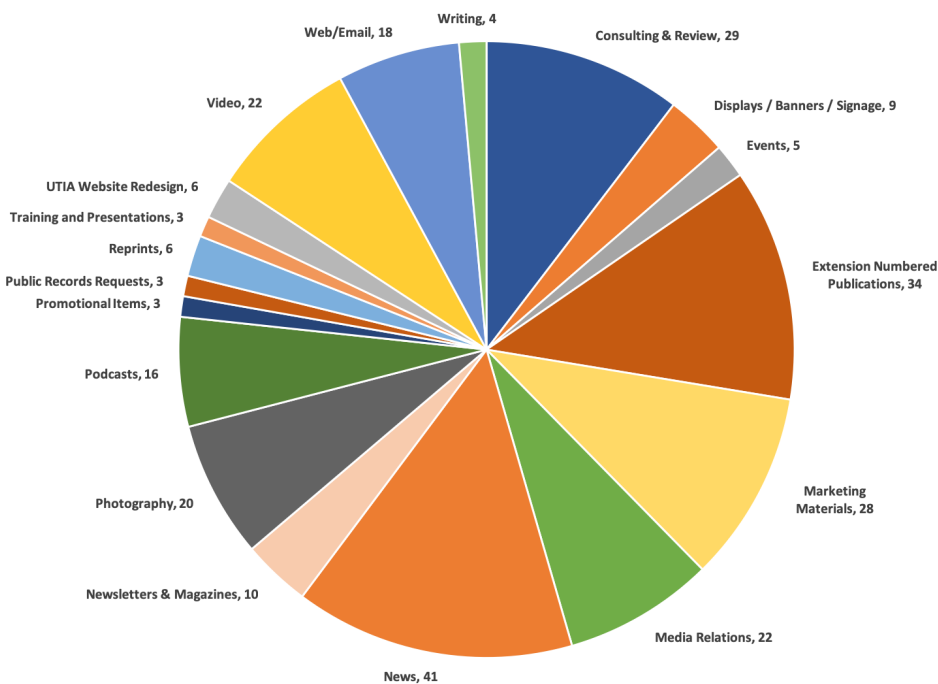
TRELLO

PROJECT MANAGEMENT SYSTEM
COMPLETED PROJECTS APRIL-JUNE 2019

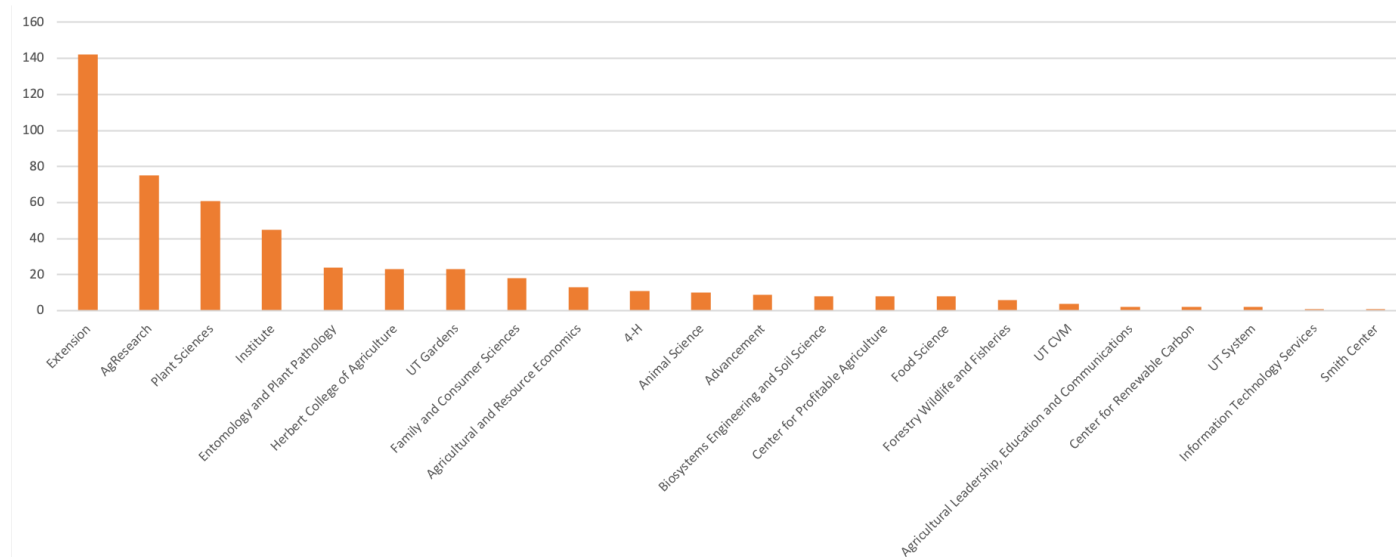
PROJECTS BY TYPE

News.....	41
Extension Numbered Publications.....	34
Consulting & Review.....	29
Marketing Materials.....	28
Media Relations.....	22
Video.....	22
Photography.....	20
Web/Email.....	18
Podcasts.....	16
Newsletters & Magazines.....	10
Displays/Banners/Signage.....	9
Reprints.....	6
UTIA Website Redesign.....	6
Events.....	5
Writing.....	4
Promotional Items.....	3
Public Records Requests.....	3
Training & Presentations.....	3

Total Projects: 279



PROJECTS BY CLIENT



Extension	142	Advancement	9
AgResearch	75	Biosystems Engineering and Soil Science	8
Plant Sciences	61	Center for Profitable Agriculture	8
Institute	45	Food Science	8
Entomology and Plant Pathology	24	Forestry, Wildlife and Fisheries	6
Herbert College of Agriculture	23	UTCVM	4
UT Gardens	23	Agricultural Leadership, Education and Communication	2
Family and Consumer Sciences	18	Center for Renewable Carbon	2
Agricultural and Resource Economics	13	UT System	2
4-H	11	Information Technology Services	1
Animal Science	10	Smith Center	1

and...

6 MEMBERS of Marketing & Communications **9 COMMITTEES**
SERVED ON THIS QUARTER