

# Marketing and Communications

JULY-SEPTEMBER 2019 • QUARTERLY REPORT

## CRITICAL MENTION MEDIA MONITORING SERVICE

- Total National TV Audience **2,219,847**
- Total National TV Publicity USD **\$284,225**
- Total Local TV Audience **1,503,182**
- Total Local TV Publicity USD **\$124,847**
- Total Online News Publicity USD **\$8,774,974**
- Total Social Followers **4,314,281**
- Total Number of Clips **2,570**

Total Online News Audience  
**804,087,344**



## Top Stories

Every Time the Small Cabbage White Butterfly Flaps Its Wings It Has Us to Thank (UTIA News Release)

Carried by outlets including:  
Science Week Digest, Science Daily, FarmTable.com, iNaturalist, Reddit.com

Research Suggests Glyphosate Lowers pH of Dicamba Spray Mixtures Below Acceptable Levels (UTIA News Release)

Carried by outlets including:  
Southeast Farm Progress, AgFax Weed Solutions, Lancaster Farming, phys.org

**Chronic Wasting Disease**  
David Green, Associate Professor and Scientific Wildlife Health Specialist  
Department of Forestry, Wildlife and Fisheries

**Background**  
In the late 1980s, mule deer in a Colorado research facility died after eating and mule deer in Wyoming were the first to be diagnosed with chronic wasting disease (CWD). The disease progressively weakens, wastes away, and eventually causes the death of the animal. In the late 1990s, CWD was first reported in wild animals in Utah. Colorado and Southern Wyoming in the 1980s the disease agent was first identified as a prion. Since that time the disease has slowly progressed across western states and now has been identified in 26 states, three Canadian provinces, Norway, Finland, Sweden and South Korea.

**Transmission**  
The most likely route of infection is via ingestion of prions. Prions may be from protein that have been ingested during eating, excretion, other behaviors such as mutual grooming amongst social groups or interactions during rutting behavior. Other behaviors include direct contact with prions. Transmission is also possible through contact with urine, saliva, or feces. Prions may also be transmitted via direct contact with prions during the rutting season.

**Clinical Signs**  
Most of the clinical signs seen with CWD are the result of damage to the neurologic system. Signs, which occur, often animals will first appear as if they are just from age. As the disease progresses, animals will exhibit signs such as: weight loss, incoordination, and changes in behavior.

**Definitive**  
CWD is the transmissible spongiform encephalopathy (TSE) of cervids.

**Causative Agent**  
CWD is caused by a prion. A prion is essentially a misfolded protein that exhibits infectious properties. However, as compared to other infectious agents including viruses, bacteria, and parasites, prions are not made of DNA, RNA, and proteins. Prions are extremely resistant and can persist in soil and other substrates for decades.

**Species Affected**  
CWD is known to infect members of the Cervidae family. The disease has been found in red and white-tailed deer, mule deer, moose and caribou populations. Certain populations of elk and reindeer mule deer, black-tailed deer and elk have been discovered with the disease. Additionally, moose have been found with the disease. Additionally, elk and reindeer are not known to be naturally infected with CWD. CWD is well known to be not transmissible to cattle, sheep, goats or horses, but have been infected in experimental studies.

Real, Life, Solutions™

**HERBERT**  
COLLEGE OF AGRICULTURE  
THE UNIVERSITY OF TENNESSEE

**highlights**

Your update from the Herbert College of Agriculture, a partnership of the University of Tennessee Institute of Agriculture, and the University of Tennessee, Knoxville

**In This Issue!**

- UTIA-UTK Unification Session
- This Week's Highlight
- Photo Contest
- Update Your Career Profile
- Interim Department Head
- Department of Agricultural and Resource Economics 100th Birthday
- Faculty Friday
- Campfire

SP 809

**Cáncer de seno:**  
¿Qué es lo que usted debe saber?

Una publicación de salud escrita por:  
Dolores Zamora, Profesora Asistente  
Wilgelm Hernandez, Asistente Graduado

**UTIA**

**2019**

**TURF AND ORNAMENTAL FIELD DAY**

August 29, 2019  
7:00 a.m.-2:30 p.m.

East Tennessee AgResearch and Education Center  
3215 Alcoa Highway  
Knoxville, Tennessee, 37920

UTIA



## Sample Creative Projects

W 832 Chronic Wasting Disease Turf and Ornamental Field Day Materials  
Herbert Highlights E-Newsletter, 09-03-19  
SP 809 Breast Cancer Brochure (Spanish Translation)  
UT Color Garden Signage

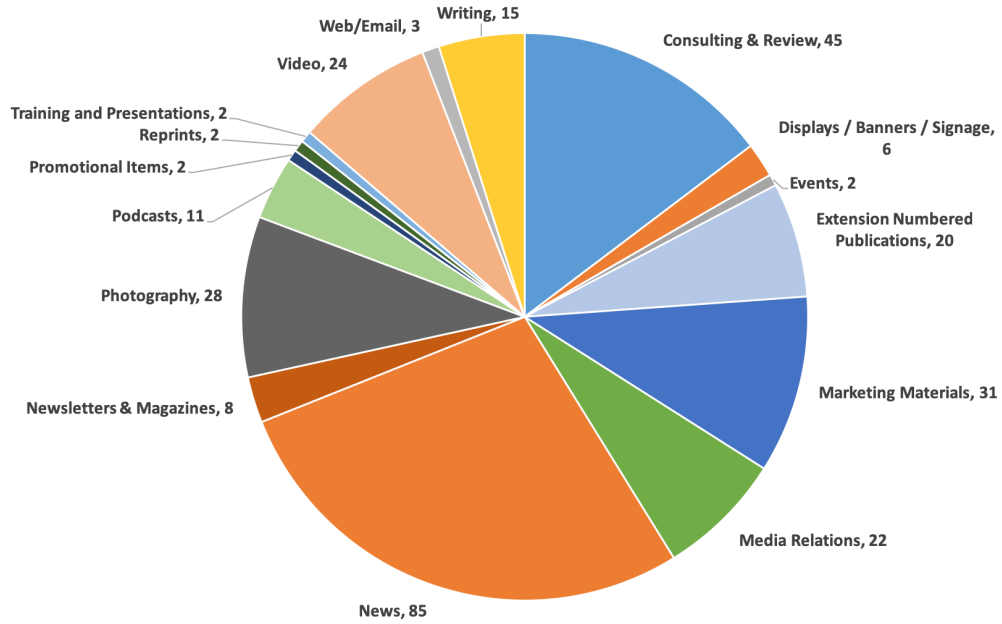
# TRELLO

PROJECT MANAGEMENT SYSTEM  
COMPLETED PROJECTS JULY-SEPTEMBER 2019

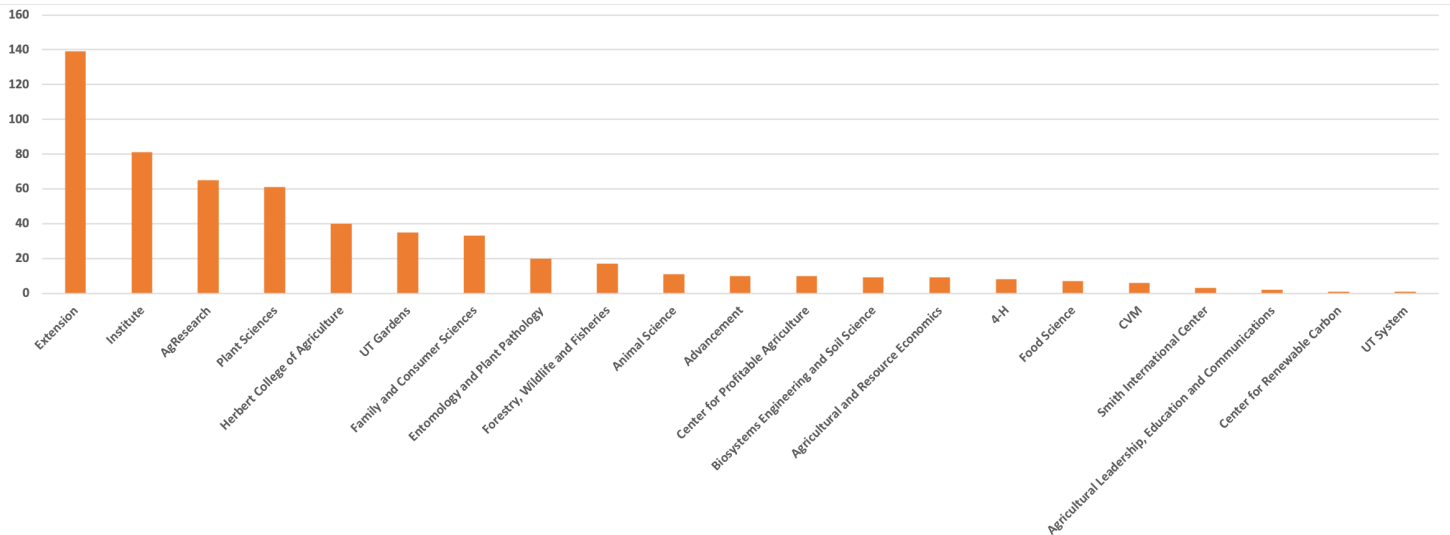
## PROJECTS BY TYPE

News.....	85
Consulting & Review.....	45
Marketing Materials.....	31
Photography.....	28
Video.....	24
Media Relations.....	22
Extension Numbered Publications.....	20
Podcasts.....	11
Newsletters & Magazines.....	8
Displays/Banners/Signage.....	6
Web/Email.....	3
Events.....	2
Promotional Items.....	2
Reprints.....	2
Training & Presentations.....	2

**Total Projects: 306**



## PROJECTS BY CLIENT



Extension	139	Biosystems Engineering and Soil Science	9
Institute	81	Agricultural and Resource Economics	9
AgResearch	65	4-H	8
Plant Sciences	61	Food Science	7
Herbert College of Agriculture	40	UTCVM	6
UT Gardens	35	Smith International Center	3
Family and Consumer Sciences	33	Agricultural Leadership, Education and Communications	2
Entomology and Plant Pathology	20	Center for Renewable Carbon	1
Forestry, Wildlife and Fisheries	17	UT System	1
Animal Science	11		
Advancement	10		
Center for Profitable Agriculture	10		

and...

**7 MEMBERS** of Marketing & Communications **11 COMMITTEES**  
SERVED ON **11** THIS QUARTER