

Marketing and Communications

OCTOBER-DECEMBER 2019 • QUARTERLY REPORT

CRITICAL MENTION

MEDIA MONITORING SERVICE

- Total National TV Audience **1,203,158**
- Total National TV Publicity USD **\$176,471**
- Total Local TV Audience **674,759**
- Total Local TV Publicity USD **\$59,119**
- Total Online News Publicity USD **\$2,395,922**
- Total Social Followers **2,958,501**
- Total Number of Clips **2,204**

Total Online News Audience
155,605,599



Top Media Efforts

Three EurekAlert! articles highlighted the work of UTIA faculty published by *Nature* and *Science*: a massive, 9-year genomic diversity study; an examination of the water lily genome; and a call for responsible development of synthetic biology. Each received attention from multiple media outlets and various social media including the *Global Plant Council*, the *Center for Excellence for Engineering Biology*, and *Science Daily*.

Two faculty were featured in *USA Today* stories that appeared in outlets nationwide. The subjects appealed to the masses: stop raking leaves and overcoming chronic pain in dogs.



Sample Creative Projects

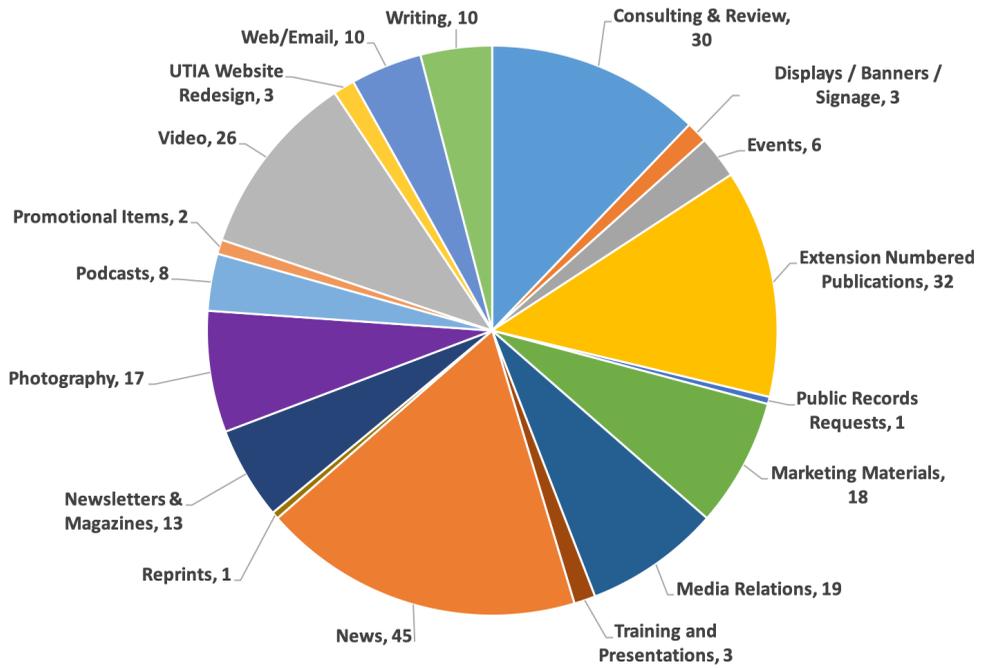
- Photos of Toni Wang's Laboratory
- AgResearch Impacts Pocket Card
- Howl-o-Ween Poster
- Pancakes at Pendergrass Email Invitation
- W 864 Estimating Cotton Yield and Yield Loss from Boll/Lock Counts
- Bill Dance Postcard

TRELLO

PROJECT MANAGEMENT SYSTEM
COMPLETED PROJECTS OCTOBER-DECEMBER 2019

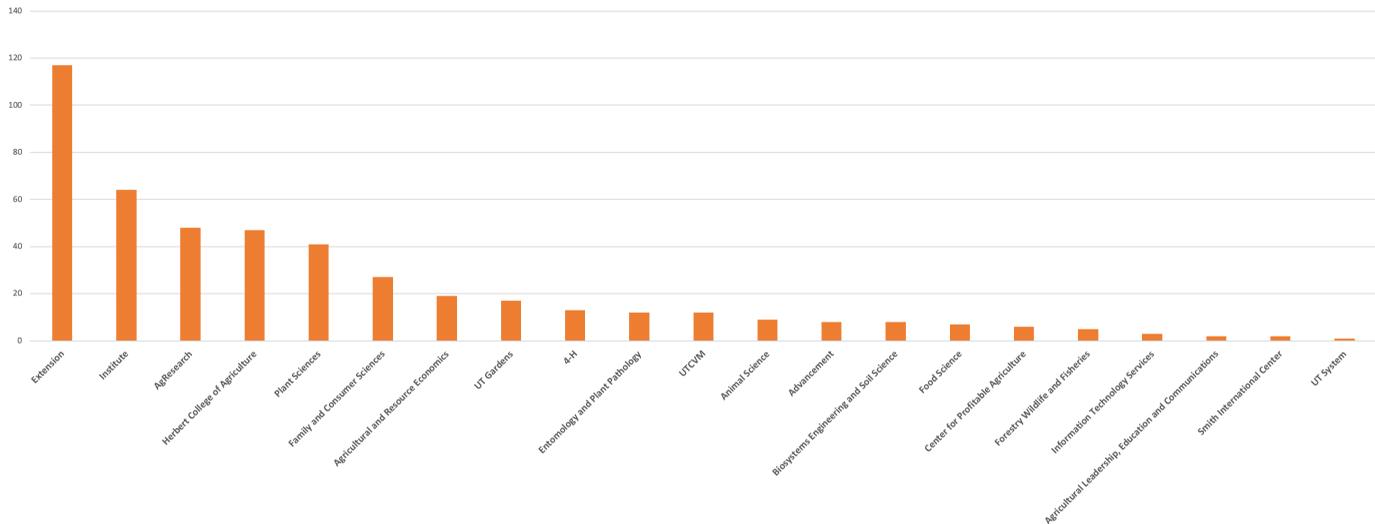
PROJECTS BY TYPE

News.....	45
Extension Numbered Publications.....	32
Consulting & Review.....	30
Video.....	26
Media Relations.....	19
Marketing Materials.....	18
Photography.....	17
Newsletters & Magazines.....	13
Web/Email.....	10
Writing.....	10
Podcasts.....	8
Events.....	6
Displays/Banners/Signage.....	3
Trainings and Presentations.....	3
UTIA Website Redesign.....	3
Promotional Items.....	2
Public Records Requests.....	1
Reprints.....	1



Total Projects: 247

PROJECTS BY CLIENT



Extension	117	Animal Science	9
Institute	64	Advancement	8
AgResearch	48	Biosystems Engineering and Soil Science	8
Herbert College of Agriculture	47	Food Science	7
Plant Sciences	41	Center for Profitable Agriculture	6
Family and Consumer Sciences	27	Forestry, Wildlife and Fisheries	5
Agricultural and Resource Economics	19	Information Technology Services	3
UT Gardens	17	Agricultural Leadership, Education and Communications	2
4-H	13	Smith International Center	2
Entomology and Plant Pathology	12	UT System	1
UTCVM	12		

and...

7 MEMBERS of Marketing & Communications **15 COMMITTEES**
SERVED ON **THIS QUARTER**