
Marketing and
Communications
2019 IMPACT REPORT

In the summer of 2018, the UTIA Marketing and Communications team began using Trello, a robust, cloud-based project management software. This software has given our team an increased ability to track completed and in-progress projects across the various clients we serve and areas in which our professionals work. The software also helps facilitate collaboration with team members dispersed across the state. In addition to Trello, we also utilize media data from Critical Mention to show us where and how UTIA's experts, programming, and research are being highlighted in media around the world.

We are pleased to share this annual impact report with you, which is a product of these tools and their metrics. It highlights the value of our contributions to UTIA and the expertise with which we served in calendar year 2019.



TOP 10 STORIES OF 2019

34 EUREKALERT! ARTICLES
AND 87 VIDEOS

- 1.** UT Institute of Agriculture awarded nearly \$1 million to study woody biomass feedstock logistics. (Quarter 1)
- 2.** Which plants helped shape Tennessee? (Quarter 1)
- 3.** UTIA Dairy Products Evaluation Team ranked first in nation. (Quarter 2)
- 4.** Research shows temperature, glyphosate increase probability of dicamba volatility. (Quarter 3)
- 5.** Every time the small cabbage white butterfly flaps its wings it has us to thank. (Quarter 3)
- 6.** UT Institute of Agriculture partners with energy and utility providers in fresh electric farm. (Quarter 4)
- 7.** 1,100 plants examined in massive, 9-year genomic diversity study. (Quarter 4)
- 8.** UT AgResearch and The Nature Conservancy to partner on Working Woodlands. (Quarter 4)
- 9.** The delicate water lily – a rose by any other name? (Quarter 4)
- 10.** Recycling nutrient-rich industrial waste products enhances soil, reduces carbon. (Quarter 4)



PODCASTS

IN 2019, **CALL OF THE WEEK** HAD **85,000** LISTENS AND IMPRESSIONS

BRINGING IT HOME HAD **77,895** LISTENS, REACH, AND IMPRESSIONS

AGCAST HAD **15,297** LISTENS, REACH, AND IMPRESSIONS

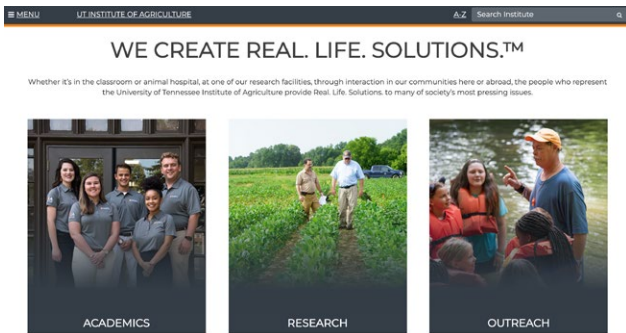
UTIA podcasts are distributed on **FIVE PLATFORMS** and are available on home assistant devices like **AMAZON ECHO, APPLE HOMEPOD, AND GOOGLE HOME**

A SAMPLING OF

MAJOR CAMPAIGNS AND PROJECTS



— *UTIA Website Redesign*



TWO EDITIONS OF *Cultivate*



TWO EDITIONS OF *Land, Life and Science*



CREATIVE PROJECTS



- 215 News
- 133 Consulting & Review
- 115 Extension Numbered Publications
- 97 Marketing Materials
- 97 Media Relations
- 87 Videos
- 78 Photography
- 50 Podcasts
- 44 Web/Email
- 41 Newsletters & Magazines
- 37 Writing
- 28 Displays/Banners/Signage
- 19 Events
- 13 Reprints
- 11 Training and Presentations
- 10 Promotional Items
- 10 UTIA Website Redesign
- 9 Public Records Requests

We have created “checklists” in Trello, our project management system, to represent milestones across different types of projects.

EXTENSION PUBLICATIONS

- Receive files from client and authorization from department head.
- Edit text.
- Design.
- Send proof to client.
- Make client changes.
- Assign publication number
- For printed publications, send final version to University Printing and Mail.
- Post printed and web-only publications online.
- Email agents and specialist announcing the availability of the publication.

NEWS RELEASES

- Write text.
- Edit text.
- Send to approver.
- Procure image to use with release.
- Post online.
- Distribute to media.
- Share on social media.
- For events, add dates to calendar.

NEWSLETTERS

- Plan content.
- Write content.
- Source photos.
- Edit text and captions, check links.
- Layout newsletter.
- Proof internally.
- Request send lists from various parties.
- Send.
- Capture metrics.

PHOTOGRAPHY

- Schedule shoot.
- Take photos.
- Edit photos.
- Distribute photos.

VIDEOS

- Shoot.
- Write.
- Edit.
- Distribute to media.