

Marketing and Communications

JANUARY-MARCH 2020 • QUARTERLY REPORT

CRITICAL MENTION

MEDIA MONITORING SERVICE

- Total National TV Audience **1,522,622**
- Total National TV Publicity USD **\$165,805**
- Total Local TV Audience **1,051,950**
- Total Local TV Publicity USD **\$76,744**
- Total Online News Publicity USD **\$8,481,099**
- Total Social Followers **3,111,389**
- Total Number of Clips **2,333**

Total Online News Audience
428,803,202



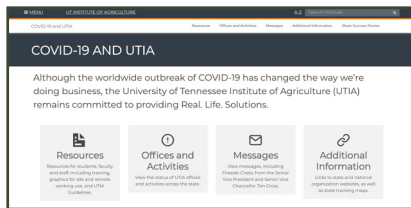
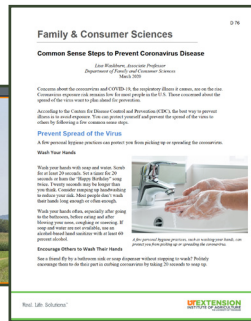
Top Media Efforts

The UT System Announces the One Health Initiative

Carried by outlets including:
Knoxville News Sentinel, WBIR TV, TNLedger, News-Medical.Net, BioPortfolio, Newsbreak/Knoxville, and more

New Approach to Combat Opioid Crisis in Rural Tennessee

Carried by outlets including:
Bioengineer.org, News.net, bioportfolio.com, Shelbyville Times-Gazette, and more



Sample Creative Projects

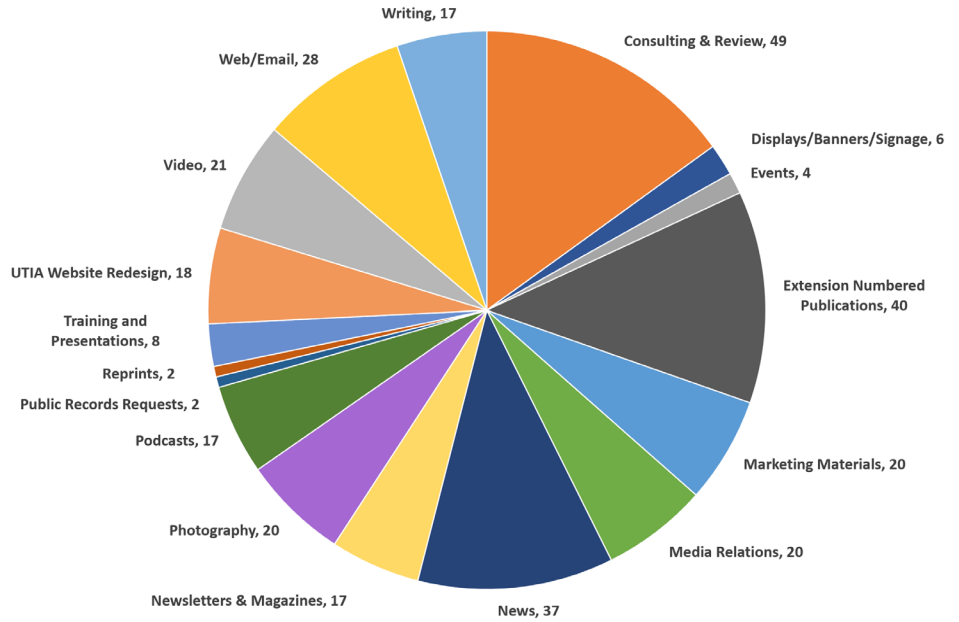
- UT Institute of Agriculture Website Launch
- D 76 What You Need to Know to Prevent Coronavirus Illness
- UTIA COVID-19 Website Launch
- Milan AgResearch and Education Center Staff Photos
- Office of Sponsored Programs Weekly E-Newsletter

TRELLO

PROJECT MANAGEMENT SYSTEM
COMPLETED PROJECTS JANUARY-MARCH 2020

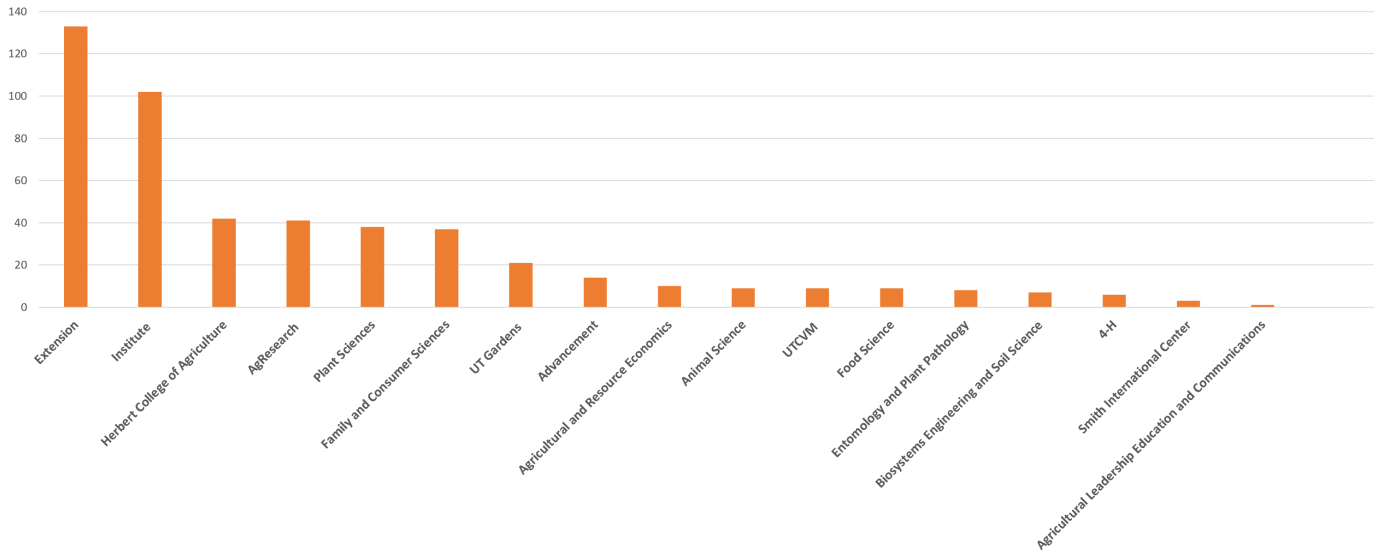
PROJECTS BY TYPE

Consulting & Review.....	49
Extension Numbered Publications.....	40
News.....	37
Web/Email.....	28
Video.....	21
Marketing Materials.....	20
Media Relations.....	20
Photography.....	20
UTIA Website Redesign.....	18
Newsletters & Magazines.....	17
Podcasts.....	17
Writing.....	12
Trainings and Presentations.....	8
Displays/Banners/Signage.....	6
Events.....	4
Public Records Requests.....	2
Reprints.....	2



Total Projects: 321

PROJECTS BY CLIENT



Extension	133	UTCVM	9
Institute	102	Food Science	9
Herbert College of Agriculture	42	Entomology and Plant Pathology	8
AgResearch	41	Biosystems Engineering and Soil Science	7
Plant Sciences	38	4-H	6
Family and Consumer Sciences	37	Smith International Center	3
UT Gardens	21	Agricultural Leadership, Education and Communications	1
Advancement	14		
Agricultural and Resource Economics	10		
Animal Science	9		

and...

9 MEMBERS of Marketing & Communications

SERVED ON

26 COMMITTEES THIS QUARTER