Marketing and Communications

APRIL-JUNE 2020 • QUARTERLY REPORT

CRITICAL MENTION

MEDIA MONITORING SERVICE

Total National TV Audience **1,698,445** Total National TV Publicity USD **\$133,403**

Total Local TV Audience **1,250,287** Total Local TV Publicity USD **\$62,209**

Total Online News Publicity USD \$4,969,648

Total Social Followers 2,452,967

Total Number of Clips 2,114

Total Online News Audience **458,241,253**



TOP MEDIA EFFORTS

Milan No-Till Field Day Going Virtual for 2020

Carried by outlets including:

Cotton Grower; Paris Post Intelligencer; Greeneville Sun; Call of the Week podcast; and more

Healthier Chickens, Happier Consumers

Hao Gan, a biosystems engineer with the University of Tennessee Institute of Agriculture, is working to develop a system of multi-angle and multi-range cameras to monitor commercial broilers at both the individual and flock levels. UTIA news release.

> <u>Carried by outlets including:</u> EurekAlert!; Feedstuffs.com; Farms.com; The Poultry Site; Bioengineer.org; and more

SAMPLE CREATIVE PROJECTS

Land, Life & Science Magazine 2020 Spring-Summer Issue

AgResearch Impacts eNewsletter Spring 2020

Clyde M. York 4-H Camp Banner

W 869 Leveraging Your Landscape: A Guide to Evaluating and Planning for Functional, Enjoyable Outdoor Spaces

Zoom Backgrounds for UTIA





Dear Members, Friends, and Supp

There you and your towed ones are able and well as we opper with the unprecedential COVD-14 calenages. Trying times the this situ present us with unique opportunities to demonstrate the strong solitative found in sources the country of the country of the Country UT Routeville Characterize Donaie Homes the Advection BL Country UT Routeville Characterize Donaie Homes Homes (In the Advection BL Country UT Routeville well and manaterize the advection and the Advection BL Country UT Routeville and advection are strapconded — and when an educe well and the date apprecisions the Advection and the Advection and the the Total Strategy and the Country of the Advection and the Total Strategy and the Advection and the advection and the Advection and the Total Strategy and the Advection and



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PROJECT MANAGEMENT SYSTEM COMPLETED PROJECTS APRIL-JUNE 2020

PROJECTS BY TYPE

Extension Numbered Publications	57
News4	7
Consulting & Review	0
Web/Email2	28
Newsletters & Magazines	27
Video	27
Media Relations	0
UTIA Website Redesign1	8
Writing	17
Marketing Materials	5
Podcasts	5
Events1	4
Training & Presentations	8
Displays/Banners/Signage	7
Photography	.7



PROJECTS BY CLIENT



LALEIISION	155
Institute	100
AgResearch	70
Family and Consumer Sciences	42
Herbert College of Agriculture	38
Plant Sciences	36

UT Gardens	24
4-H	24
Entomology and Plant Pathology	17
Agricultural and Resource Economics	17
Animal Science	15
Forestry, Wildlife and Fisheries	14

Biosystems Engineering and Soil Science 8 College of Veterinary Medicine 8 Advancement 8 Food Science 6 Agricultural Leadership, Education and Communications 4

and...

9 MEMBERS of Marketing & Communications SERVED ON 16 COMMITTEES SERVED ON