

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.

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

SAMPLE CREATIVE PROJECTS

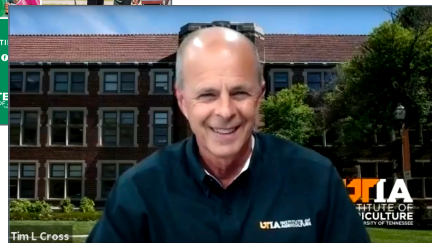
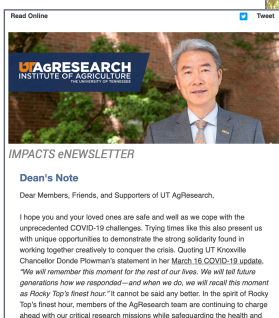
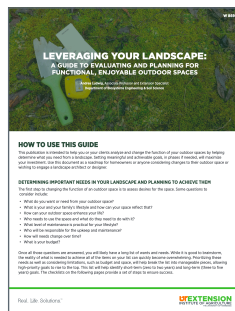
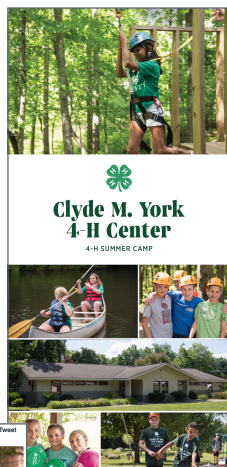
Land, Life & Science Magazine
2020 Spring-Summer Issue

AgResearch Impacts eNewsletter Spring 2020

Clyde M. York 4-H Summer Camp

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

Zoom Backgrounds for UTIA



TRELLO

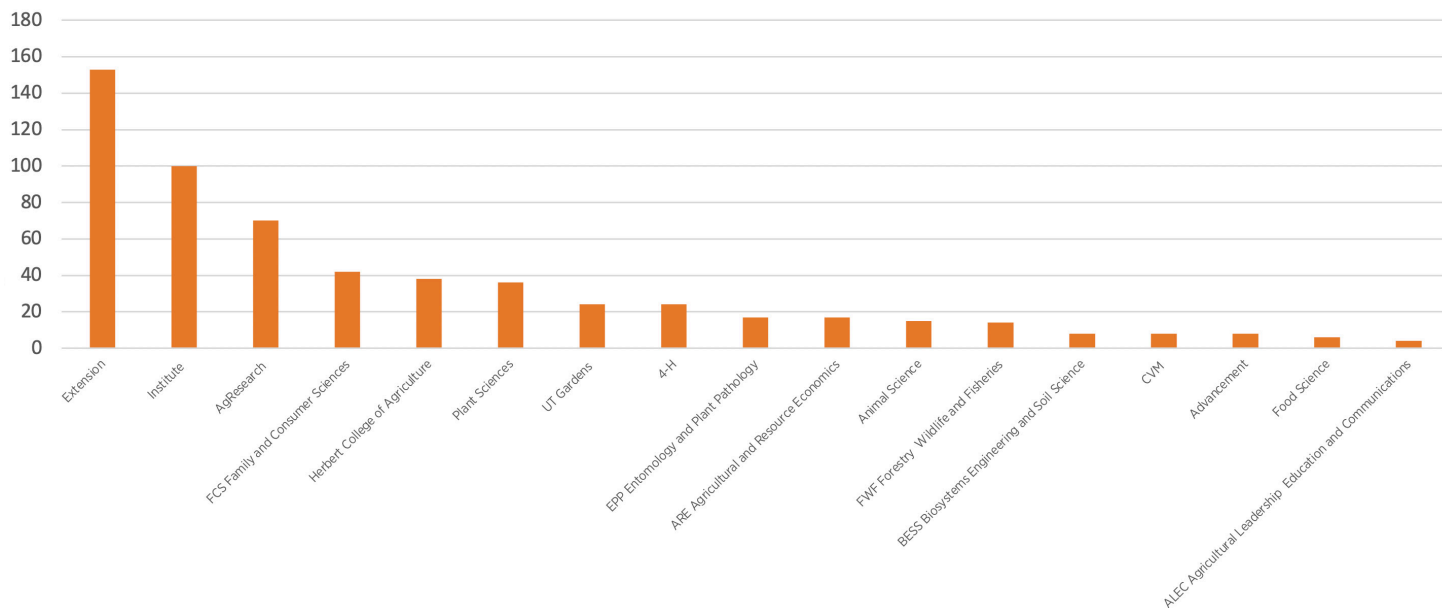
PROJECT MANAGEMENT SYSTEM
COMPLETED PROJECTS APRIL-JUNE 2020

PROJECTS BY TYPE

Extension Numbered Publications.....	57
News.....	47
Consulting & Review.....	40
Web/Email.....	28
Newsletters & Magazines.....	27
Video.....	27
Media Relations.....	20
UTIA Website Redesign.....	18
Writing.....	17
Marketing Materials.....	15
Podcasts.....	15
Events.....	14
Training & Presentations.....	8
Displays/Banners/Signage.....	7
Photography.....	7



PROJECTS BY CLIENT



Extension	153	UT Gardens	24	Biosystems Engineering and Soil Science	8
Institute	100	4-H	24	College of Veterinary Medicine	8
AgResearch	70	Entomology and Plant Pathology	17	Advancement	8
Family and Consumer Sciences	42	Agricultural and Resource Economics	17	Food Science	6
Herbert College of Agriculture	38	Animal Science	15	Agricultural Leadership, Education and Communications	4
Plant Sciences	36	Forestry, Wildlife and Fisheries	14		

and...

9 MEMBERS of Marketing & Communications

SERVED ON

16 COMMITTEES
THIS QUARTER