

# Marketing and Communications

JULY-SEPTEMBER 2020 • QUARTERLY REPORT

## CRITICAL MENTION

MEDIA MONITORING SERVICE

Total National TV Audience **1,313,042**  
Total National TV Publicity USD **\$123,411**

Total Local TV Audience **1,105,662**  
Total Local TV Publicity USD **\$86,317**

Total Online News Publicity USD **\$9,949,633**

Total Social Followers **2,566,239**

Total Number of Clips **2,377**

**Total Online News Audience  
417,533,851**

## TOP MEDIA EFFORTS

### **Could plants help us find dead bodies? Forensic scientists want to know**

In a Science & Society article coauthored by Neal Stewart, PS, appearing September 3 in the journal Trends in Plant Science, the authors discuss utilizing tree cover in body recovery missions to our advantage, by detecting changes in the plant's chemistry as signals of nearby human remains.

**Carried by outlets including:**

**CNN; UPI; WIRED; Courthouse News Service; and many more. Stewart also authored a piece for The Conversation.**

### **EurekaAlert! Unraveling the secrets of Tennessee whiskey**

Conducted by John P. Munafo, Jr., assistant professor of food science, and his graduate student, Trenton Kerley, the study "Changes in Tennessee Whiskey Odorants by the Lincoln County Process" was recently published in the Journal of Agricultural and Food Chemistry (JAFC).

**Carried by outlets including:**

**Science Daily; Technology Networks; Science20.com; Newzealandonline; Eurasia Review; NIFA and more.**



## SAMPLE CREATIVE PROJECTS

**Center for Profitable Agriculture  
Updated Marketing Materials  
Floor Display, Rack Card, and Notepad**

**Logos for Clyde Austin, Clyde M. York, and  
W.P. Ridley 4-H Centers.**

**All Vol Cheese Full Page Ad**

**W 855 Initiating Pollinator Stewardship In the  
Nursery, Landscape and Garden Center**

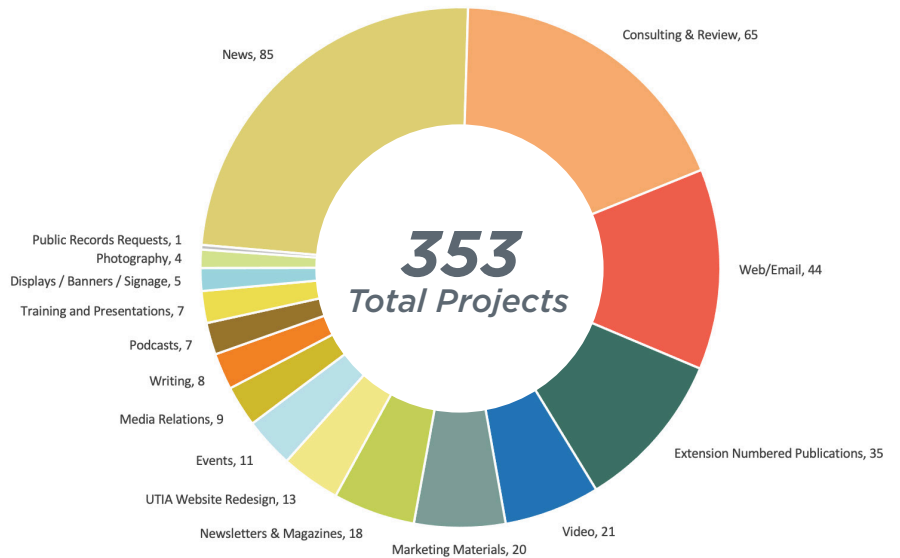
**Lone Oaks Farm Booklet Revision**

# TRELLO

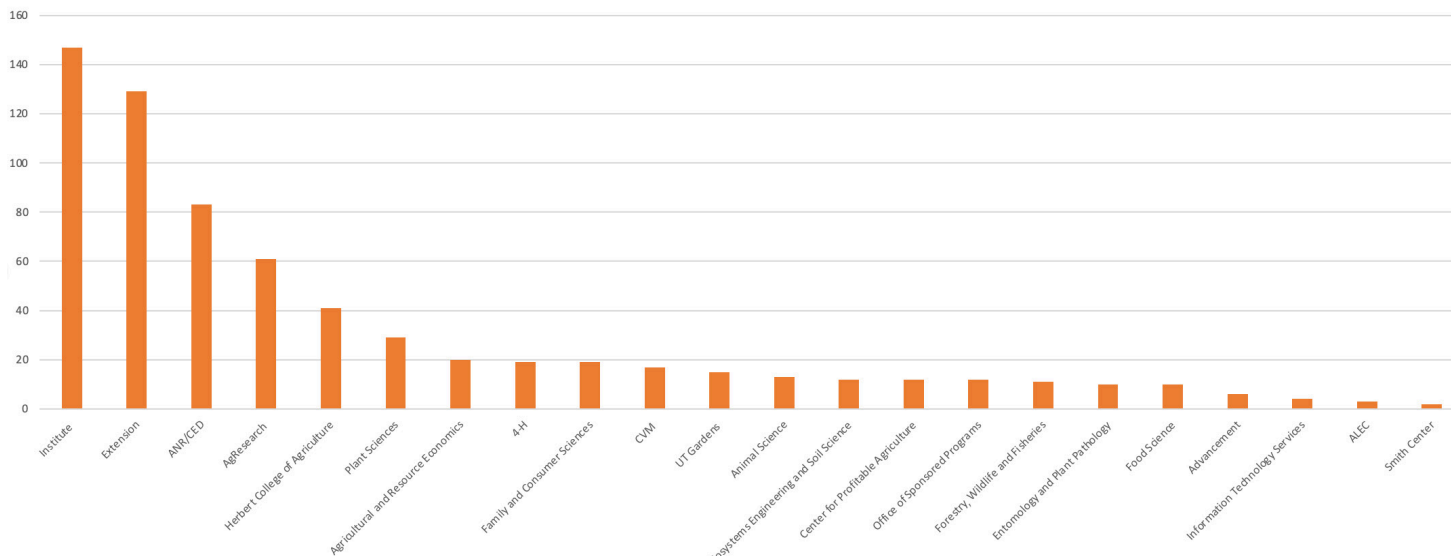
PROJECT MANAGEMENT SYSTEM  
COMPLETED PROJECTS JULY-SEPTEMBER 2020

## PROJECTS BY TYPE

News.....	<b>85</b>
Consulting & Review.....	<b>65</b>
Web/Email.....	<b>44</b>
Extension Numbered Publications.....	<b>35</b>
Video.....	<b>21</b>
Marketing Materials.....	<b>20</b>
Newsletters & Magazines.....	<b>18</b>
UTIA Website Redesign.....	<b>13</b>
Events.....	<b>11</b>
Media Relations.....	<b>9</b>
Writing.....	<b>8</b>
Podcasts.....	<b>7</b>
Training & Presentations.....	<b>7</b>
Displays/Banners/Signage.....	<b>5</b>
Photography.....	<b>4</b>
Public Records Requests.....	<b>1</b>



## PROJECTS BY CLIENT



Institute	<b>147</b>	4-H	<b>19</b>	Forestry, Wildlife and Fisheries	<b>11</b>
Extension	<b>129</b>	Family and Consumer Sciences	<b>19</b>	Entomology and Plant Pathology	<b>10</b>
ANR/CED	<b>83</b>	CVM	<b>17</b>	Food Science	<b>10</b>
AgResearch	<b>61</b>	UT Gardens	<b>15</b>	Advancement	<b>6</b>
Herbert College of Agriculture	<b>41</b>	Animal Science	<b>13</b>	Information Technology Services	<b>4</b>
Plant Sciences	<b>29</b>	Biosystems Engineering and Soil Science	<b>12</b>	Agricultural Leadership Education and Communications	<b>3</b>
Agricultural and Resource Economics	<b>20</b>	Center for Profitable Agriculture	<b>12</b>	Smith Center	<b>2</b>
		Office of Sponsored Programs	<b>12</b>		

and...

**7 MEMBERS** of Marketing & Communications

SERVED ON

**24 COMMITTEES**  
THIS QUARTER