

Marketing and Communications

OCTOBER-DECEMBER 2020 • QUARTERLY REPORT

CRITICAL MENTION

MEDIA MONITORING SERVICE

Total National TV Audience **1,055,967**
Total National TV Publicity USD **\$138,876**

Total Local TV Audience **573,279**
Total Local TV Publicity USD **\$43,613**

Total Online News Publicity USD **\$3,187,225**

Total Social Followers **3,256,184**

Total Number of Clips **1,773**

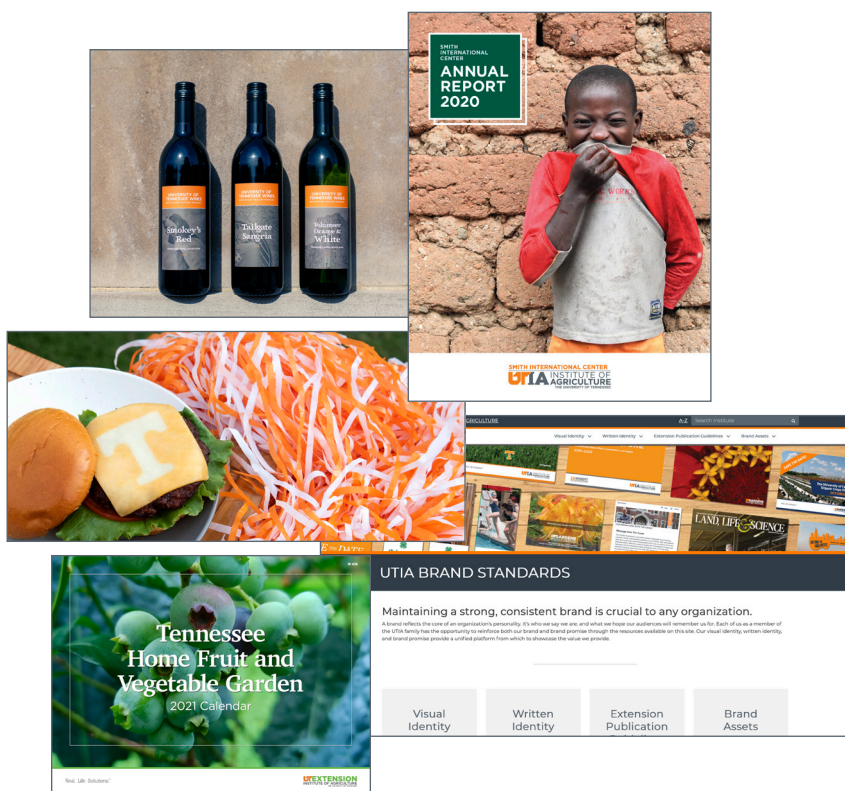
Total Online News Audience
181,372,840



TOP MEDIA EFFORTS

This quarter included several prominent media successes for which UTIA M&C played a major role, including being featured on the US Farm Report's [College Roadshow](#); four major EurekAlert! articles ([Are bushmeat hunters aware of zoonotic disease? Yes, but that's not the issue](#); [UTIA continues leadership to enhance regional dairy income](#); [UTIA awarded FAA Grant to research sustainable aviation fuel development in the Southeast](#); [UT volunteers join the '100,000 Strong in the Americas' Initiative](#)). These articles were featured in outlets including US News and World Report, Flipboard, Yahoo! News, the NIFA Newsletter and more.

In other news, three UTIA faculty were featured in *The Conversation*, one was quoted in the *Wall Street Journal* and one was featured on *WalletHub.com*.



SAMPLE CREATIVE PROJECTS

UT Wine Product Branding

*Smith International Center
2020 Annual Report*

All Vol Cheese Neyland Stadium Photoshoot

*W 436 2021 Tennessee Home Fruit
and Vegetable Calendar*

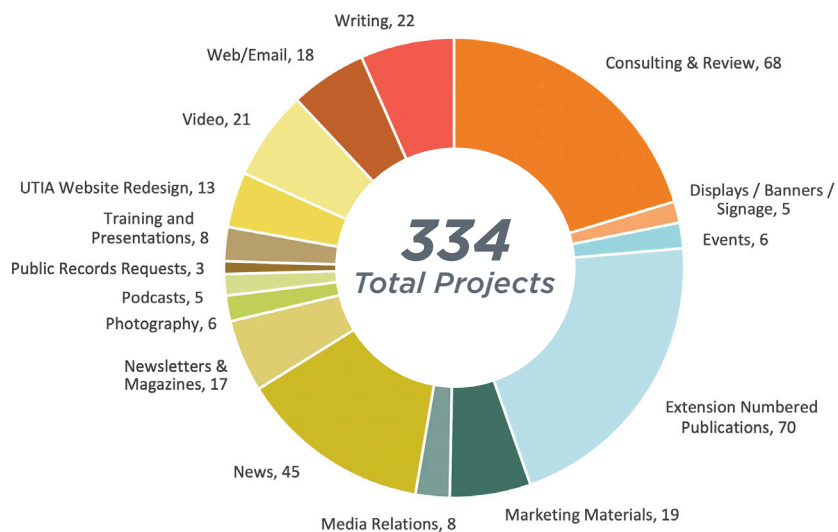
UTIA Branding WordPress Site - Phase I

TRELLO

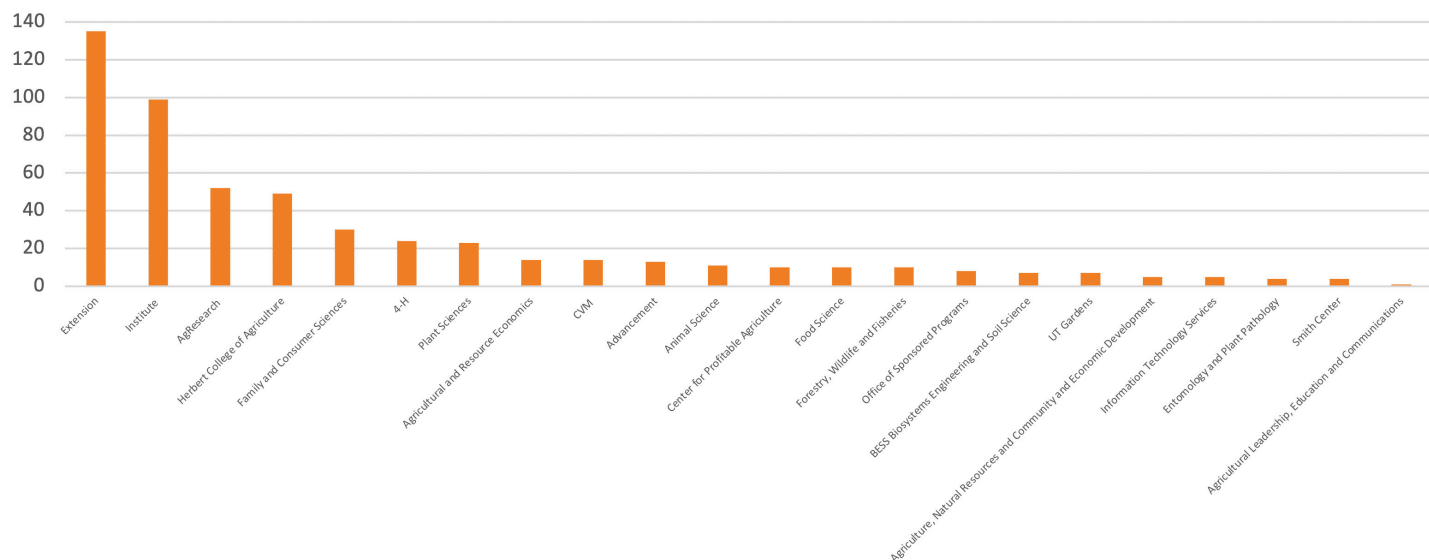
PROJECT MANAGEMENT SYSTEM
COMPLETED PROJECTS OCTOBER-DECEMBER 2020

PROJECTS BY TYPE

Extension Numbered Publications.....	70
Consulting & Review.....	68
News.....	45
Writing.....	22
Video.....	21
Marketing Materials.....	19
Web/Email.....	18
Newsletters & Magazines.....	17
UTIA Website Redesign.....	13
Media Relations.....	8
Training & Presentations.....	8
Events.....	6
Photography.....	6
Displays/Banners/Signage.....	5
Podcasts.....	5
Public Records Requests.....	3



PROJECTS BY CLIENT



Extension	135	CVM	14	UT Gardens	7
Institute	99	Advancement	13	Agriculture, Natural Resources and Community Economic Development	5
AgResearch	52	Animal Science	11	Information Technology Services	5
Herbert College of Agriculture	49	Center for Profitable Agriculture	10	Entomology and Plant Pathology	4
Family and Consumer Sciences	30	Food Science	10	Smith International Center	4
4-H	24	Forestry, Wildlife and Fisheries	10	Agricultural Leadership, Education and Communications	1
Plant Sciences	23	Office of Sponsored Programs	8		
Agricultural and Resource Economics	14	Biosystems Engineering and Soil Science	7		

and...

11 MEMBERS of Marketing & Communications

SERVED ON

14 COMMITTEES
THIS QUARTER