

Marketing and Communications
2020 IMPACT REPORT

IN MARCH OF 2020, COVID-19 turned the world upside down and forced an immediate transition to working from home. A week, a month, a year. . . no one was quite sure how long this “new normal” would last. However, through it all, the UTIA Marketing and Communications team has maintained a high level of service and support to the faculty, staff, students, and stakeholders relying on UTIA for Real. Life. Solutions.



MEDIA EFFORTS

UTIA'S MEDIA RELATIONS AND NEWS PROGRAMS

return a tremendous value to the Institute in terms of informing constituents across the state and nation of research, extension, and teaching activities. According to the media monitoring service Critical Mention, in 2020 the efforts of faculty, staff, and students were mentioned in print, online, or broadcast articles available to audiences numbering more than 1.5 billion times. Thirty-six EurekAlert! articles, three articles placed with The Conversation, and weekly video news segments contributed to these numbers. As monetized by Critical Mention, the value of these media placements exceeds \$27,604,000.

TOTAL MEDIA AUDIENCE

1,505,052,290

TOTAL FOLLOWS ON TWITTER

11,444,837

TOTAL VALUE EXCEEDS

\$27,604,000

36 EUREKALERT ARTICLES

TOP 10 MEDIA EFFORTS

- 1. UT System Announces the One Health Initiative** *(Quarter 1)*
- 2. New Approach to Combat Opioid Crisis in Rural Tennessee** *(Quarter 1)*
- 3. Milan No-Till Field Day Going Virtual for 2020** *(Quarter 2)*
- 4. Healthier Chickens, Happier Consumers** *(Quarter 2)*
- 5. Could Plants Help Us Find Dead Bodies?** *(Quarter 3)*
- 6. Unraveling the Secrets of Tennessee Whiskey** *(Quarter 3)*
- 7. Are Bushmeat Hunters Aware of Zoonotic Disease? Yes, But That's Not the Issue** *(Quarter 4)*
- 8. UTIA Continues Leadership to Enhance Regional Dairy Income** *(Quarter 4)*
- 9. UTIA Awarded FAA Grant to Research Sustainable Aviation Fuel Development in the Southeast** *(Quarter 4)*
- 10. UT Volunteers Join the '100,000 Strong in the Americas' Initiative** *(Quarter 4)*



PODCASTS

BRINGING IT HOME HAD

59,000

LISTENS, REACH, AND
IMPRESSIONS IN 2020
(PRODUCED WEEKLY).

AGCAST RECEIVED

23,740

LISTENS, REACH, AND
IMPRESSIONS IN 2020,
A 55% INCREASE
FROM 2019.

CALL OF THE WEEK HAD

7,470

LISTENS (PRODUCTION
PAUSED IN JULY 2020)

FOR A GRAND TOTAL OF MORE THAN **102,000** LISTENS,
REACH, AND IMPRESSIONS IN 2020 FOR UTIA PODCASTS.

56% of UTIA's audience uses Apple Podcasts,
18% use Anchor and 26% use other platforms.

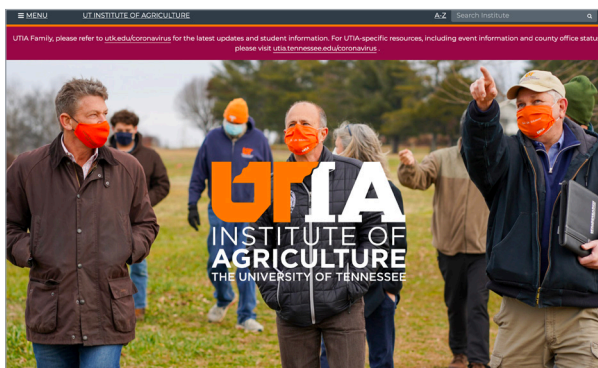
54% of UTIA's listens were on iPhones, with
4% on Android and the rest on the web.

A SAMPLING OF

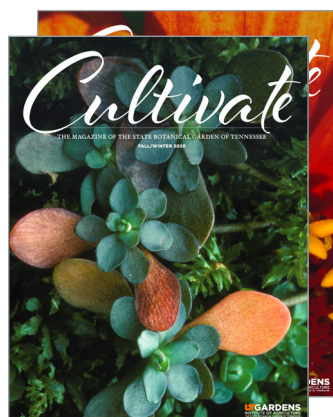
MAJOR CAMPAIGNS AND PROJECTS



Collaboration with ITS to
migrate web presence to
WordPress, adding **more**
than 100 sites.



Completed two editions of *Land, Life & Science*,
and two editions of *Cultivate* magazines.

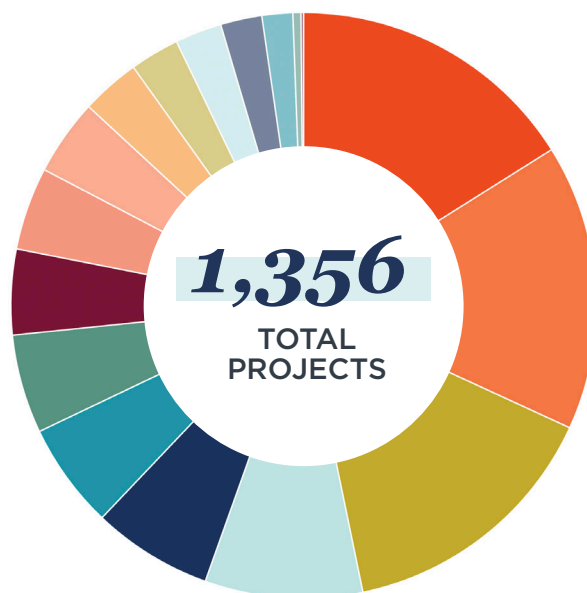


Organized, hosted, and produced
pre- and post-communications
for **38 Fireside Chats** in response
to COVID-19 pandemic.



CREATIVE PROJECTS

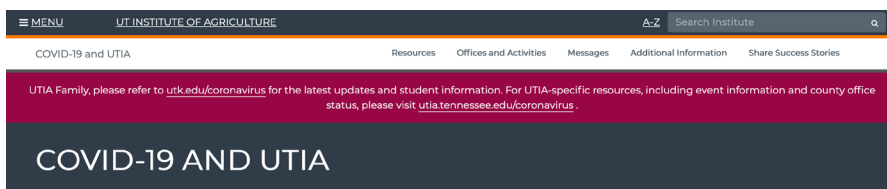
- 218 Consulting & Review
- 214 News
- 202 Extension
Numbered Publications
- 118 Web/Email
- 90 Videos
- 79 Newsletters
& Magazines
- 74 Marketing Materials
- 64 Writing
- 62 UTIA Website Redesign
- 57 Media Relations
- 44 Podcasts
- 37 Photography
- 35 Events
- 31 Training
& Presentations
- 23 Displays/
Banners/Signage
- 6 Public
Records Requests
- 2 Reprints




SPECIAL PROJECTS



In 2020, the Marketing and Communications team supervised internships for six students from the Department of Agricultural Leadership, Education and Communications and the University of Tennessee, Knoxville, College of Architecture and Design. Supervised projects ranged from graphic design and photography to writing news content.




Although the worldwide outbreak of COVID-19 has changed the way we're doing business, the University of Tennessee Institute of Agriculture (UTIA) remains committed to providing Real. Life. Solutions.




Resources

Resources for students, faculty and staff, including training, graphics for site and remote working use, and UTIA Guidelines.



Offices and Activities

View the status of UTIA offices and activities across the state.



Messages

View messages, including Fireside Chats, from the Senior Vice President and Senior Vice Chancellor Tim Cross.



Additional Information

Links to state and national organization websites, as well as state tracking maps.

*Marketing and Communications team members were instrumental in the initial build, later redesign and content management of the **UTIA coronavirus website**. A single site to answer FAQ's, maintain links to various resources, and share success stories streamlined the Institute's response to the global pandemic.*