

Marketing and Communications

JANUARY-MARCH 2021 · QUARTERLY REPORT



CRITICAL MENTION

Media Monitoring Service

909,877

Total National TV Audience

\$28,145

Total Local TV Publicity

1,604,848

Total Tweets and Retweets

\$83,677

Total National TV Publicity

\$3,924,085

Total Online News Publicity

1,305

Total Citations

462,689

Total Local TV Audience

TOTAL ONLINE NEWS AUDIENCE:

129,026,763

TOP MEDIA EFFORTS



THE CICADAS ARE COMING

Numerous television and print features on the expected May-June emergence of the Brood X 17-year periodical cicada. UTIA M&C coordinated appearances/materials for featured experts including Jerome Grant and Frank Hale, Department of Entomology and Plant Pathology, as well as David Lockwood, Department of Plant Sciences.

UTIA county agents were quoted in:
WATE TV Knoxville; WBIR TV Knoxville;
Knoxville News Sentinel; WBIR TV Knoxville



EUREKALERT! UTIA RESEARCHERS WORK TO IMPROVE EASTERN GRASSLANDS

Pat Keyser (Department of Forestry, Wildlife and Fisheries and director of the UTIA Center for Native Grasslands Management) and his colleagues are seeking to change the overall health of these ecosystems by studying novel grassland systems across the eastern US. UTIA news release.

Also featured in:
Scienmag.com; Newsbreak; Bioengineer.org;
Tennessee Cattlemen's Association

SAMPLE CREATIVE PROJECTS

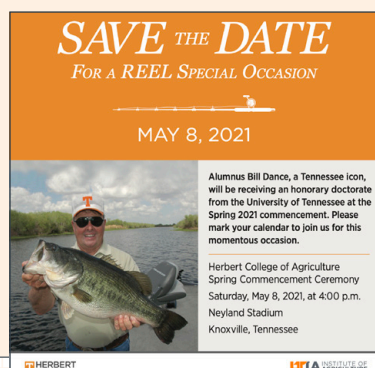
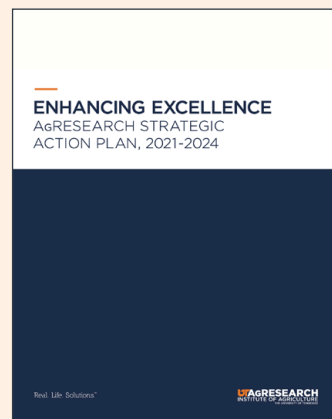
UT Creamery Logo Design

UT College of Veterinary
Medicine Notecards

AgResearch Strategic Action Plan
Booklet, 2021-2024

Center for Profitable Agriculture
Ad For Tennessee Ag Insider

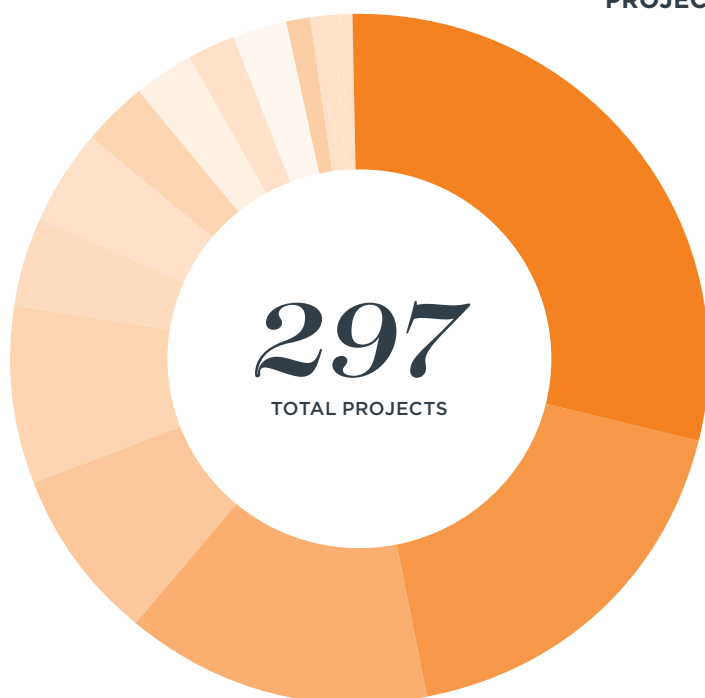
E-Postcard for Bill Dance
Honorary Doctorate



TRELLO

Project Management System • Completed Projects January-March 2021

PROJECTS BY TYPE

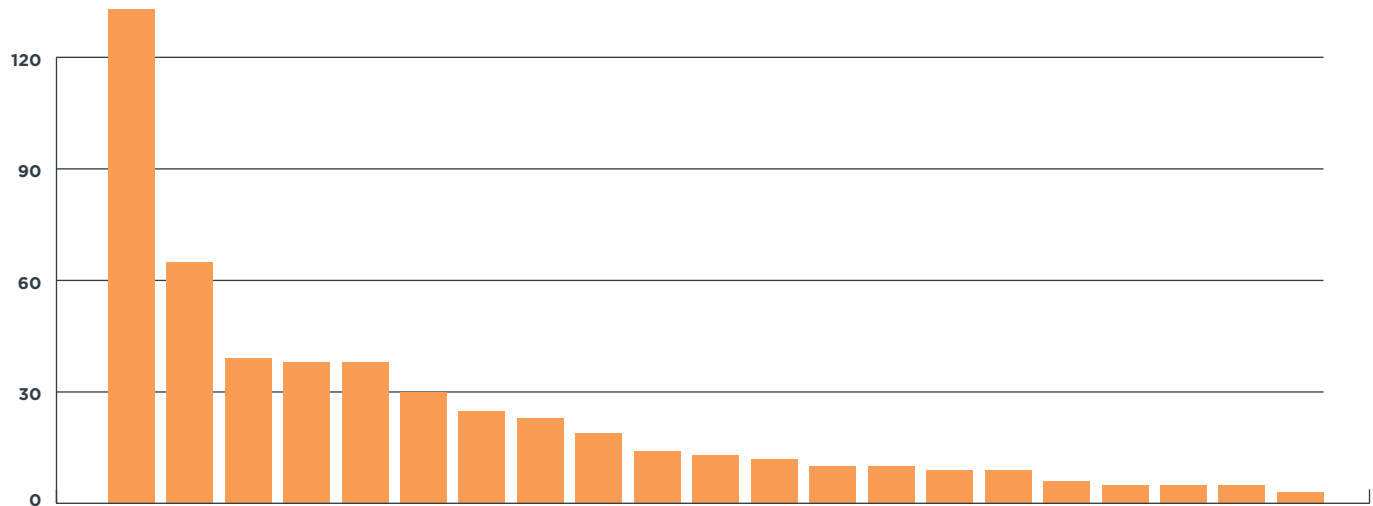


Consulting & Review	87
Extension Numbered Publications	54
News	42
Marketing Materials	24
Video	24
Web/Email	13
Writing	13
Newsletters & Magazines	9
Photography	8
Media Relations	7
Podcasts	7
UTIA Website Redesign	4
Events	3
Displays/Banners/Signage	1
Training & Presentations	1

TRELLO (CONTINUED)

Project Management System • Completed Projects January-March 2021

PROJECTS BY CLIENT



133 Extension

65 Institute

39 Herbert College of Agriculture

38 AgResearch

38 ARE (*Department of Agricultural and Resource Economics*)

30 FCS (*Department of Family and Consumer Sciences*)

25 Agriculture, Natural Resources and Community and Economic Development

23 4-H

19 Department of Plant Sciences

14 College of Veterinary Medicine

13 Office of Sponsored Programs

12 UT Gardens

10 Animal Science

10 EPP (*Department of Entomology and Plant Pathology*)

9 Advancement

9 ALEC (*Department of Agricultural Leadership, Education and Communications*)

6 FWF (*Department of Forestry, Wildlife and Fisheries*)

5 BESS (*Department of Biosystems Engineering and Soil Science*)

5 Center for Profitable Agriculture

5 Smith International Center

3 Department of Food Science

COMMITTEE WORK

13 MEMBERS OF THE MARKETING & COMMUNICATIONS TEAM SERVED ON **31** COMMITTEES THIS QUARTER

UTIA INSTITUTE OF AGRICULTURE
THE UNIVERSITY OF TENNESSEE

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