

# Marketing and Communications

APRIL-JUNE 2021 · QUARTERLY REPORT



## CRITICAL MENTION

*Media Monitoring Service*

**2,339,290**

Total National TV Audience

**\$132,720**

Total Local TV Publicity

**3,375,767**

Total Tweets and Retweets

**\$205,282**

Total National TV Publicity

**\$3,859,618**

Total Online News Publicity

**1987**

Total Citations

**2,015,831**

Total Local TV Audience

TOTAL ONLINE NEWS AUDIENCE:

**225,782,534**

## 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 Marketing and Communications coordinated appearances/materials for featured experts including Jerome Grant and Frank Hale, EPP, as well as David Lockwood, PS. Also a number of county agents were quoted in the media.

**UT Extension agents were quoted in:**  
WATE TV Knoxville; WBIR TV Knoxville;  
Knoxville News Sentinel; WBIR TV Knoxville



### THE CONVERSATION: WHY DO CATS KNEAD WITH THEIR PAWS?

Julia Albright, an associate professor in the College of Veterinary Medicine, addressed the question in an article that was reprinted in numerous outlets.

**The article was featured in:**  
MSN; CNN; Yahoo News; UT Knoxville News

## SAMPLE CREATIVE PROJECTS

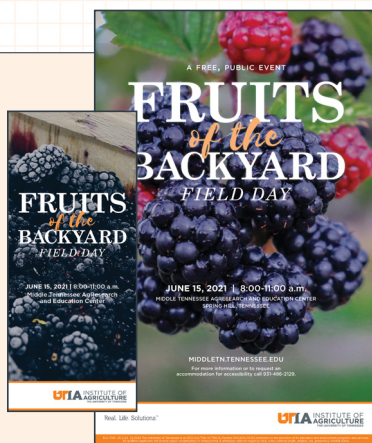
Fruits of the Backyard Field Day  
Poster and Brochure

Tennessee Master Beekeeping  
Program Signs

UTIA Smoking School Logo

Land, Life and Science  
Spring/Summer 2021

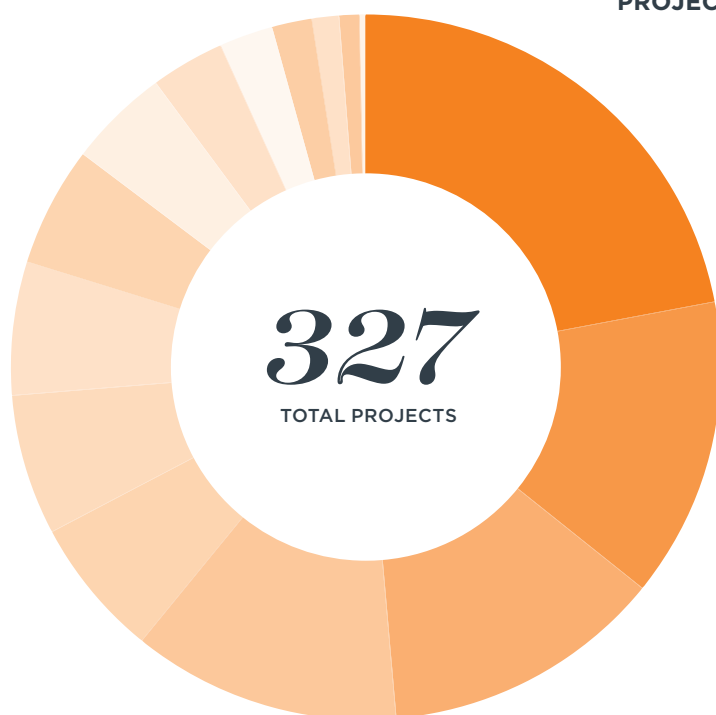
Smokies Salamander  
Survey Sticker



## TRELLO

Project Management System • Completed Projects April-June 2021

### PROJECTS BY TYPE

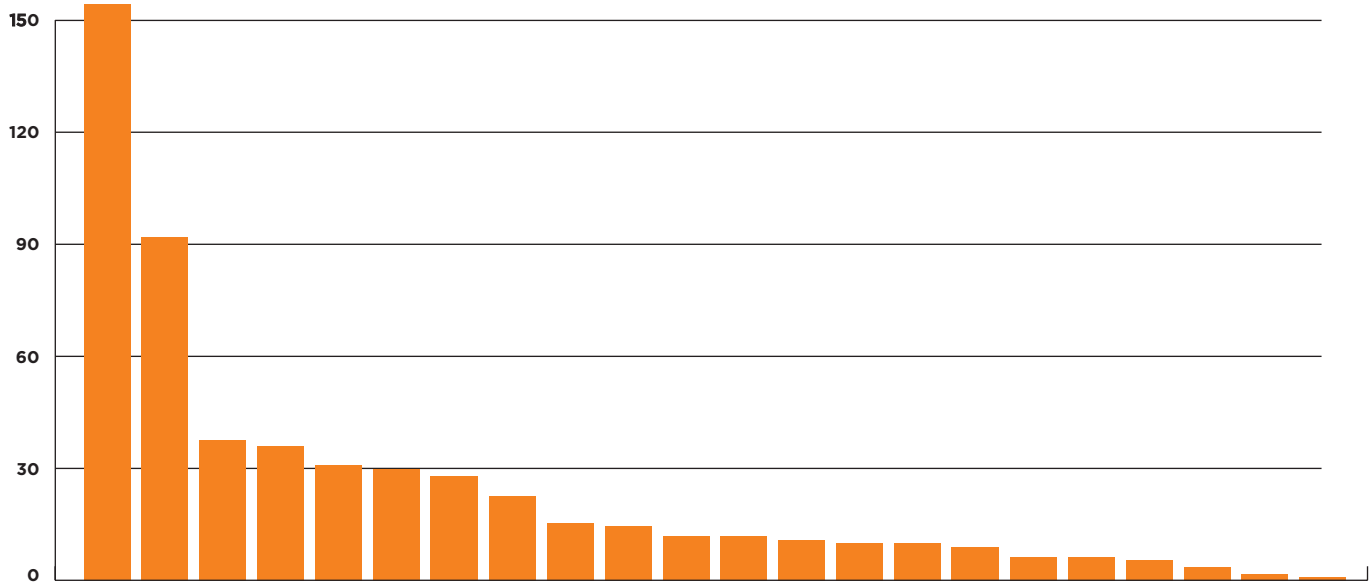


Consulting and Review	72
Extension Numbered Publications	45
News	42
Marketing Materials	40
Media Relations	21
Video	21
Web/Email	20
Photography	18
Writing	15
Podcasts	11
Newsletters and Magazines	8
Events	6
Training and Presentations	4
Displays/Banners/Signage	3
UTIA Website Redesign	1

## TRELLO (CONTINUED)

Project Management System • Completed Projects April-June 2021

### PROJECTS BY CLIENT



156 Extension

94 Institute

40 AgResearch

36 Herbert College of Agriculture

32 4-H

30 Family and Consumer Sciences

27 Department of Plant Sciences

22 Agriculture Natural Resources and Community Economic Development

17 College of Veterinary Medicine

16 Department of Entomology and Plant Pathology

13 Department of Animal Science

13 Department of Agricultural and Resource Economics

12 Department of Forestry, Wildlife and Fisheries

11 Department of Agricultural Leadership Education and Communications

11 Office of Sponsored Programs

10 UT Gardens

7 Department of Biosystems Engineering and Soil Science

7 Center for Profitable Agriculture

6 Department of Food Science

4 Advancement

2 Smith Center

1 Information Technology Services

### COMMITTEE WORK

**14** MEMBERS OF THE MARKETING & COMMUNICATIONS TEAM SERVED ON **40 COMMITTEES** THIS QUARTER

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THE UNIVERSITY OF TENNESSEE

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