

Marketing and Communications

JULY-SEPTEMBER 2021 · QUARTERLY REPORT



CRITICAL MENTION

Media Monitoring Service

1,773,018

Total National TV Audience

\$84,942

Total Local TV Publicity

1,740,213

Total Tweets and Retweets

\$175,655

Total National TV Publicity

\$6,339,528

Total Online News Publicity

1874

Total Citations

1,167,606

Total Local TV Audience

TOTAL ONLINE NEWS AUDIENCE:

123,185,930

TOP MEDIA EFFORTS



FALL ARMYWORMS RETURNED, AND MEDIA TOOK NOTICE

From The Conversation to The Jackson Sun and TV stations across Tennessee, this year's invasion of the pest was big news.



'FREEZER BURN' IS A SERIOUS PROBLEM

An article in EurekAlert! followed with an essay in The Conversation propelled a Department of Food Science project's NSF grant into the media spotlight.

SAMPLE CREATIVE PROJECTS

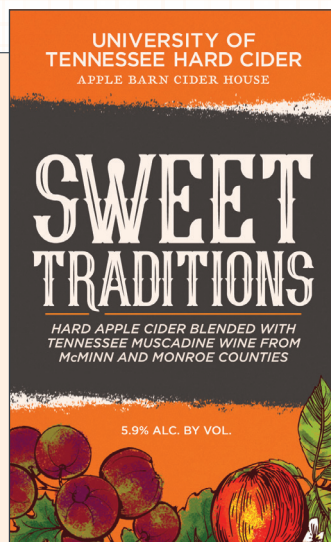
Tim Cross Retirement Reception

All Vol Cheese Ad for *Our Tennessee Magazine*

ALEC Major Postcard

Custom Box for Bed Bug Kit

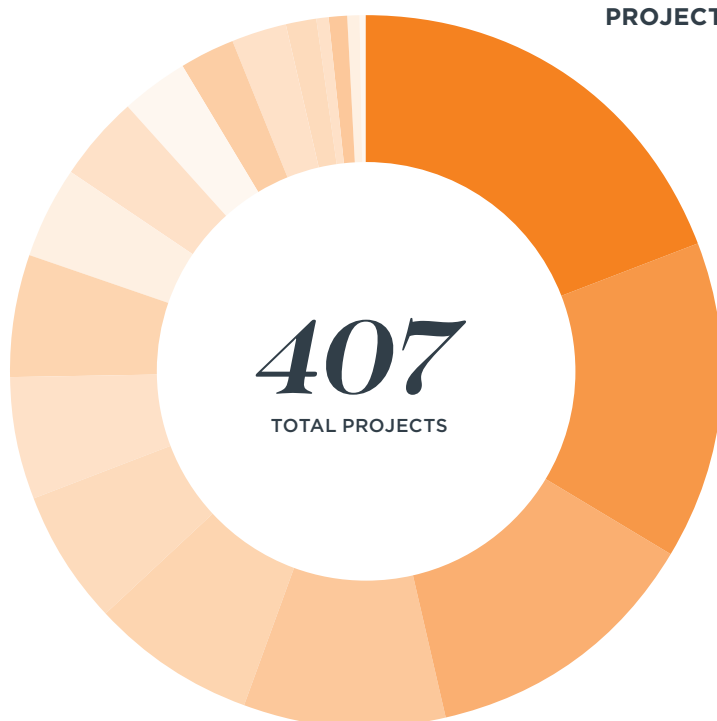
UTIA Cider Label Design



TRELLO

Project Management System • Completed Projects July-September 2021

PROJECTS BY TYPE

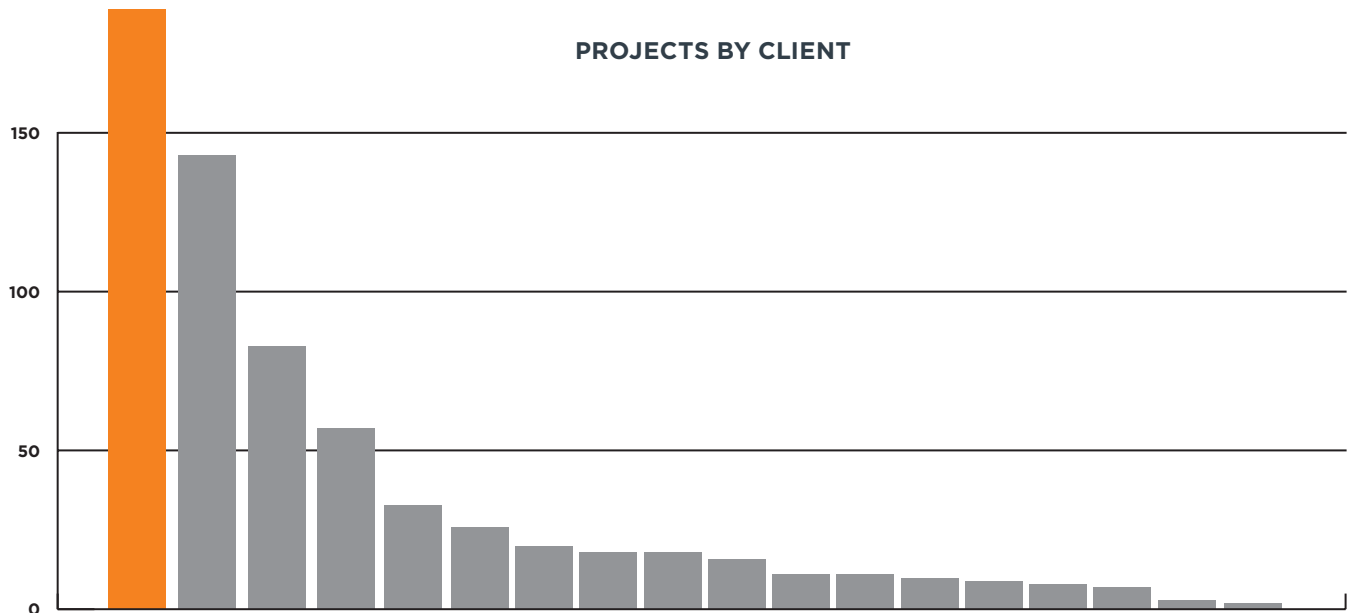


News	79
Consulting & Review	58
Extension Numbered Publications	52
Marketing Materials	38
Social Media	30
Web/Email	25
Video	23
Writing	22
Photography	17
Events	16
Media Relations	12
Newsletters & Magazines	11
Podcasts	10
Displays / Banners / Signage	5
Training and Presentations	3
UTIA Website Redesign	3
Reprints	2
Promotional Items	1

TRELLO (CONTINUED)

Project Management System • Completed Projects July-September 2021

PROJECTS BY CLIENT



189 Extension

143 Institute

83 AgResearch

57 Family and Consumer Sciences

33 Herbert College of Agriculture

26 4-H

20 UT Gardens

18 Department of Entomology and Plant Pathology

18 Department of Plant Sciences

16 Department of Agricultural and Resource Economics

11 Agriculture, Natural Resources and Community and Economic Development

11 Department of Forestry, Wildlife and Fisheries

10 Department of Agricultural Leadership, Education and Communications

9 Department of Animal Science

8 CVM

7 Department of Biosystems Engineering and Soil Science

3 Department of Food Science

2 Advancement

COMMITTEE WORK

13 MEMBERS OF THE MARKETING & COMMUNICATIONS TEAM SERVED ON **38 COMMITTEES** THIS QUARTER

UTIA INSTITUTE OF AGRICULTURE
THE UNIVERSITY OF TENNESSEE

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