

# Marketing and Communications

OCTOBER-DECEMBER 2021 · QUARTERLY REPORT



## CRITICAL MENTION

*Media Monitoring Service*

1,193,674

Total National TV Audience

\$67,146

Total Local TV Publicity

116,331,517

Total Tweets and Retweets

\$138,471

Total National TV Publicity

\$11,623,431

Total Online News Publicity

1470

Total Citations

784,961

Total Local TV Audience

TOTAL ONLINE NEWS AUDIENCE:

**368,501,736**

## TOP MEDIA EFFORTS



### SLOW AND STEADY WILTING MAKES FOR BETTER BEANS ... SOYBEANS THAT IS

*This article in EurekAlert! features researchers in the Department of Plant Sciences. It also appeared in Seed Today; Funtitech; Phys.org; Spaceweekly.com and many more.*



### LEAVES CHANGING COLORS LATE THIS YEAR

*David Mercker, UT Extension forestry specialist in Jackson, Tennessee, gives readers the reasons why the leaves have not changed color at the usual time. The article can be seen in the Jackson Sun, as well as many other publications.*

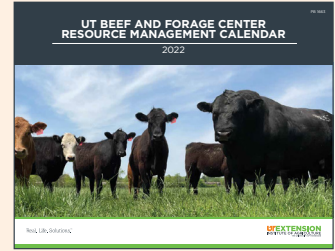
## SAMPLE CREATIVE PROJECTS

Tablecloth and Runners for the Farm Bureau Convention

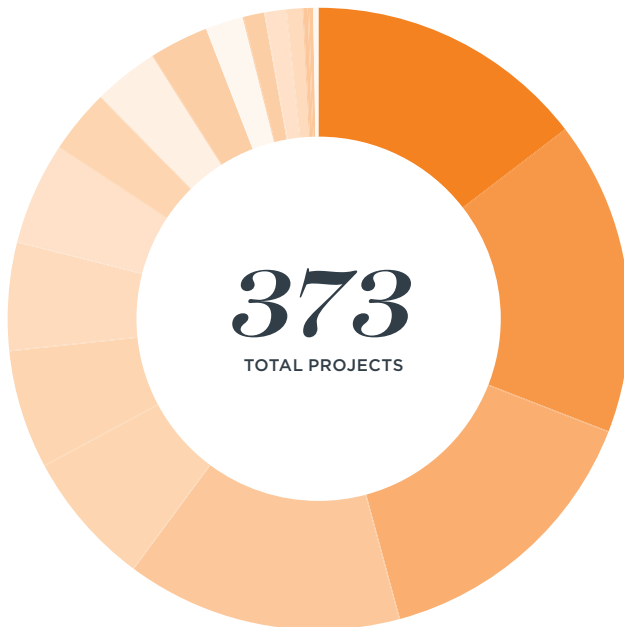
UT Beef and Forage Center Resource Management Calendar

Vaccination Education Publication

Holiday Email Photo for Linda Martin



## PROJECTS BY TYPE



## TRELLO

Project Management System • Completed Projects October-December 2021

Consulting & Review .....	69
Extension Numbered Publications .....	58
Social Media .....	53
News .....	51
Video .....	25
Marketing Materials .....	22
Media Relations .....	20
Web/Email .....	19
Photography .....	12
Writing .....	12
Newsletters & Magazines .....	11
Podcasts .....	7
Training and Presentations .....	4
UTIA Website Redesign .....	4
Events .....	3
Displays / Banners / Signage .....	1
Promotional Items .....	1
Reprints .....	1

## COMMITTEE WORK

**13** MEMBERS OF THE MARKETING & COMMUNICATIONS TEAM SERVED ON **16 COMMITTEES**

THIS QUARTER