

*UTIA Marketing
and Communications*

2021 IMPACT REPORT

THROUGHOUT 2021, the Marketing and Communications team continued to navigate the COVID-19 pandemic while supplying UTIA units and departments with exceptional customer service, driving the mission of the organization forward, and meeting our promise to bring Real. Life. Solutions. to life. With more than 1,400 projects completed overall, the department provided support and service to the faculty, staff, students, and stakeholders relying on UTIA for discovery, education, and outreach across the state.



MEDIA EFFORTS

TOTAL MEDIA AUDIENCE

857,143,909

TOTAL SOCIAL FOLLOWERS

123,052,345

TOTAL VALUE EXCEEDED

\$26,662,700

TOP NEWS STORIES

QUARTER 1

The Cicadas are Coming

UTIA Researchers Work to Improve Eastern Grasslands

QUARTER 2

The Cicadas are Coming

Why Do Cats Knead With Their Paws?

QUARTER 3

Fall Armyworms Returned, And Media Took Notice

'Freezer Burn' Is a Serious Problem

QUARTER 4

Answering the Call for Animal Care: Shelter Medicine

Slow and Steady Wilting Makes for Better Beans ... Soybeans That Is



A SAMPLING OF

CREATIVE PROJECTS & CAMPAIGNS

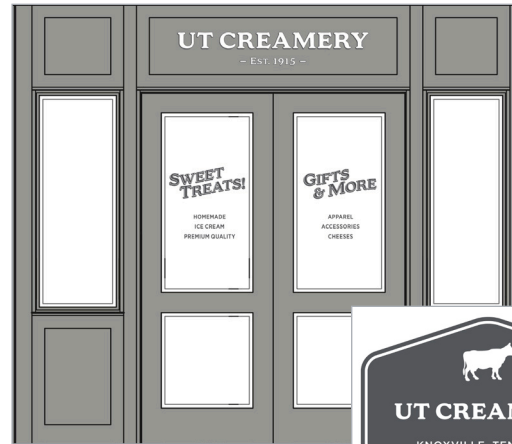
AgResearch Annual Report



Morgan Hall centennial celebration



UT Cider and new UT Wines bottle designs



UT Creamery logo and storefront design



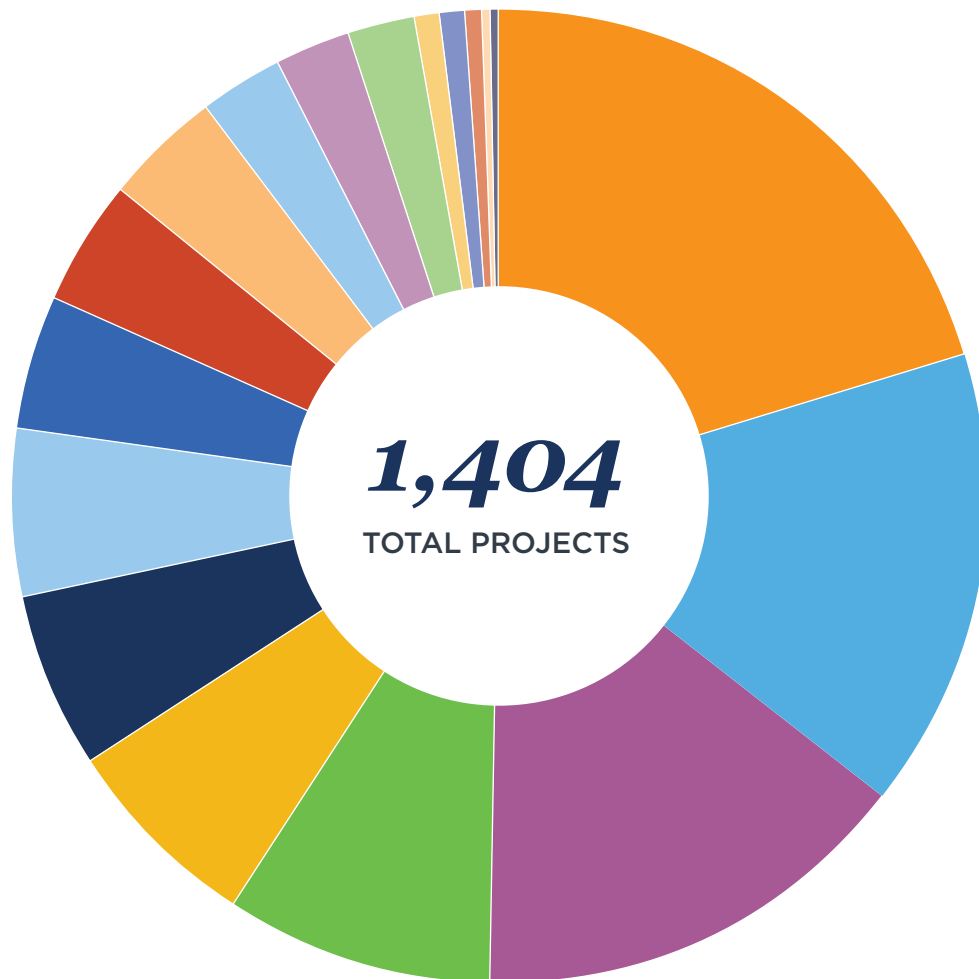
Extension publications



ALEC postcard



CREATIVE PROJECTS



- 286 Consulting & Review
- 214 News
- 209 Extension Numbered Publications
- 124 Marketing Materials
- 83 Social Media
- 93 Video
- 77 Web & Email
- 62 Writing
- 60 Media Relations

- 55 Photography
- 39 Newsletters & Magazines
- 35 Podcasts
- 28 Events
- 12 Training & Presentations
- 12 UTIA Website Redesign
- 10 Displays/Banners/Signage
- 3 Reprints
- 2 Promotional Items