

PLN State Report 2018

The College of Agricultural and Environmental Science's Office of Communications and Creative Services (OCCS) serves as the communications and marketing function for the academic, research and UGA Extension missions of the college.

OCCS Mission:

Strategically elevate the land-grant mission, values, reputation and brand of the College of Agricultural and Environmental Sciences while protecting its reputation statewide, nationally and globally.

OCCS Team:

Director, four graphic designers, three public relations coordinators, two editors, one marketing professional, one communications coordinator, one videographer, one program coordinator, one shipping coordinator.

Successful Projects:

UGA Extension Rebrand

UGA Extension became the last (but not least!) UGA entity to come into the fold of the rebrand at the university. Despite rebranding UGA Extension just five years ago, the transition has been well received. Redesigned collateral and templates are still underway, but digital assets, including a redesigned website, have been completed.

UGA Extension Internship Program

Recognizing that previous interns are our most successful hires, administration invested time and resources into efforts to enhance internship opportunities. OCCS assisted by helping build a more robust internship advertising, application and response process. This resulted in a successful summer of 93 applicants with 23 interns placed, two times as many as the previous year. Efforts are already underway to continue this positive process.

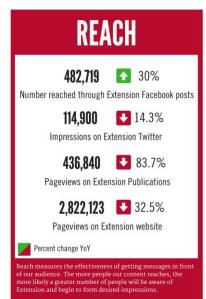
Collaborate to Innovate: 5 Stories of UGA Extension Innovation

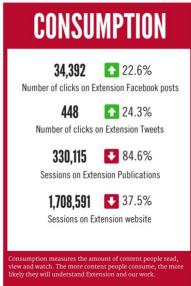
The addition of a videographer to our unit as given us a broader portfolio of resources to offer. This year we produced a series of videos for UGA Extension focusing on five key projects that showcase Extension's collaborative efforts with leaders across the state of Georgia. These projects highlight the Agricultural Water Efficiency Team, the Healthier Together joint program with the Centers for Disease Control and College of Public Health, the 4-H program in downtown Atlanta based in the Atlanta History Center that partners with other local programs, the Using Pesticides Wisely training program in partnership with the Department of Agriculture to train farmers to minimize drift in pesticide use, and lastly, the Relationship Smarts program that educates use in the community on healthy relationships. These videos can be views on the UGA Extension YouTube channel.

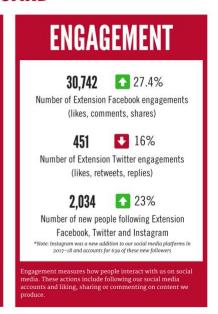


EXTENSION MEDIA DASHBOARD

JUNE 1, 2017 - JUNE 1, 2018









Advertising + Marketing

IMPRESSIONS: 7,395,616

July 1, 2017 -June 30, 2018

PRINT + DIGITAL

Tillit + Digital	
Georgia (UGA) Magazine	624,000
FFA Horizons Magazine	135,000
The Red & Black	116,000
Georgia Trend Magazine	108,000
Atlanta Magazine	70,000

Georgia County Gov. (ACCG) 57,049 Magazine 21,439 Georgia Grown Magazine 1,600 Miscellaneous

Digital Only **Growing Georgia** 582,969 Facebook 25,123

TOTAL 1.741.180 IMPRESSIONS: (23.5%)

RADIO

GPB Atlanta (88.5) and 3,900,000 State Radio Network - NPR Live read :15 spots for CAES &

Extension, 680 total

The Farm (92.5) Tifton 561,000 85 monthly:15 spots for UGA Tifton

B100 Albany (100.1) 216,700 209 total :15 spots for UGA Tifton

Note: 92.5 The Farm is in an unrated market and this data is estimated based on market demo

TOTAL 4,677,700 IMPRESSIONS: (63.2%)

TELEVISION

WALB NBC Albany 643,520 (Raycom TV) Fall Fridays Football Locker Room Report

(16 weeks), :15 spot for UGA Tifton GPB Sports High School 227,616

Football Playoffs Playoff games (4 weeks), :30 spot for CAES - Ag Dawgs at Work

TOTAL 871.136 IMPRESSIONS:

(11.8%)

Georgia National Fair	60,000
Sunbelt Ag Exposition	40,000
Southeast Regional Fruit & Vegetable Conference	3,000
ACCG Annual Conference	1,400
Georgia Farm Bureau Convention	1,000
Georgia Press Association	200
Note: data is based on reported attendance attendance by staff	or estimated

TOTAL 105.600 **IMPRESSIONS:**