



Traditional Media/Blogs

Highlights:

- Martha Filipic used the **Outreach tool in Meltwater** to promote her story about the **Ohio botulism** case and the efforts that Extension is taking to educate Ohioans concerning safe home canning methods. **Food Safety News** picked up the article as well as the publications **Before It's News** and **Sky Valley Chronicle**.
- I became aware of a **few articles from bigger publications featuring CFAES and related personnel that were not picked up by Meltwater**. This prompted me to look at the existing searches to see if I needed to add terms so that our searches are more accurate and inclusive. **I made changes to the search terms and the results were positive**. I will continue to monitor the searches to make sure that the data collected is complete.

Blogs

Chow Line

Visits	Shares	Meltwater hits (media pickups)
151	9	2

On Sustainability

Page views	889
Average time spent on page	3 min. 10 sec.

CFAES Impact

Visits	Shares
50	0

Top three

Publications (8/1 – 9/1)

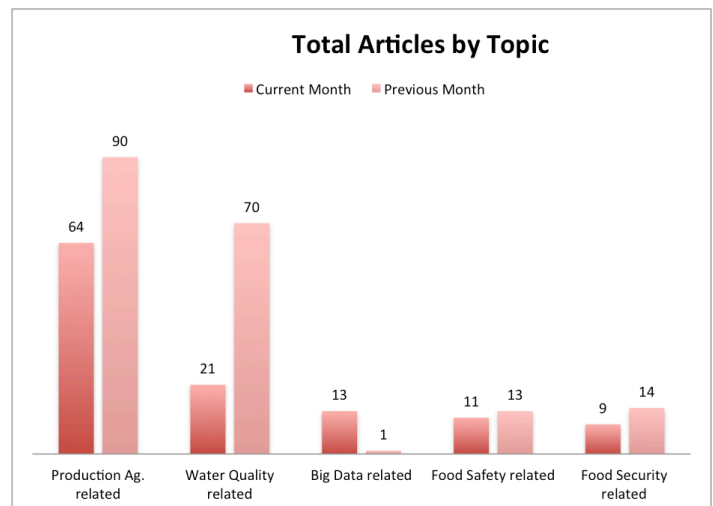
1. USAgnet	29
2. Ohio Ag Connection	25
3. Ohio's Country Journal	22

Number of stories in the media by topic:

- 64 Production agriculture
- 21 Water quality
- 13 Big data
- 11 Food safety
- 9 Food security

Number of stories by source:

- 62 CFAES Communications press releases
- 45 Written by educator or faculty



Number of hits in larger publications*:

- Vindy.com (Youngstown Vindicator) 13
- The Columbus Dispatch 8
- Toledo Blade 6
- Cleveland.com 4
- Akron.com 4
- Journal News 3
- The Canton Repository 2
- Dayton Daily News 2

* "Larger publications" have a circulation of more than 100,000

Media Report: August 2015

Social Media

Channels

CFAES Facebook 5,260 fans - 99 new fans - 120,109 potential reach - total reach 54,900

Top posts by reach:

1. "It's Move-In Day at Norton House" [Photos](#)
2. "This year, the butter display at the Ohio State Fair commemorates the Buckeye National Champ." [Video](#)
3. "Congratulations to Ryan Schwyn..." [Photo](#)

Total spent on promoting posts: \$75

Extension Facebook 3,450 fans - 117 new fans - 66,718 potential reach - total reach 41,810

Top posts by reach:

1. "It was a church potluck like any other. But within days, botulism killed..." [News release](#)
2. "Tickets for the 2015 Farms Science Review are now available for purchase online." [News release](#)
3. "Locally grown tomatoes are always plentiful. Here is a video...water bath canning..." [Video](#)

Total on promoting posts: \$85

Twitter @FoodAgEnvNews 4,391 followers - 69 new followers - total reach 397,605

Top Tweets by reach:

- | | reach |
|--|---------|
| 1. "@CentralState and @OhioState signed an MOU today..." Photo | 147,898 |
| 2. "New semester brings new #OhioStateATI online ed program..." News release | 10,594 |
| 3. "Got tomatoes? Here is a video on how to preserve...water bath canner..." Video | 10,526 |

Campaigns

Local Foods campaign

Facebook

Potential Reach: 27,853 Total Reach: 20,005

Total Money Spent: \$35

Stories

1. "It was a church potluck like any other. But within days, botulism killed one Fairfield County woman and hospitalized 24 others. It was from potato salad, made with improperly home-canned potatoes."
2. "Locally grown tomatoes are always plentiful. Here is a video on how to preserve them in a water bath canner. #localfoods."
3. "It's local foods week. All week we will be sharing stories about growing, preserving and purchasing local foods."
4. "Locally grown produce is always best when it's fresh from the garden or farm market. You can enjoy local produce all year long by canning it. This video explains how to safely preserve vegetables."

Media Report: August 2015

Websites/Publication Sales/Direct Email

CFAES Websites

Number of visitors (Difference from last month)

CFAES	19,431	(-5,982)
Extension	8,045	(-1,967)
OARDC	6,412	(-2,261)

Visitors on mobile devices

CFAES	7,333	(29%)
Extension	2,596	(22%)
OARDC	1,391	(16%)

Pages viewed

CFAES	52,489
Extension	27,608
OARDC	17,122

Referrals

	Web	Social
CFAES	8,685	1,800
Extension	4,127	9
OARDC	2,304	58

CFAES

Direct	Search	Email
5,346	9,758	17

Extension

Direct	Search	Email
5,890	1,737	0

OARDC

Direct	Search	Email
1,827	4,607	2

Specific pages and views

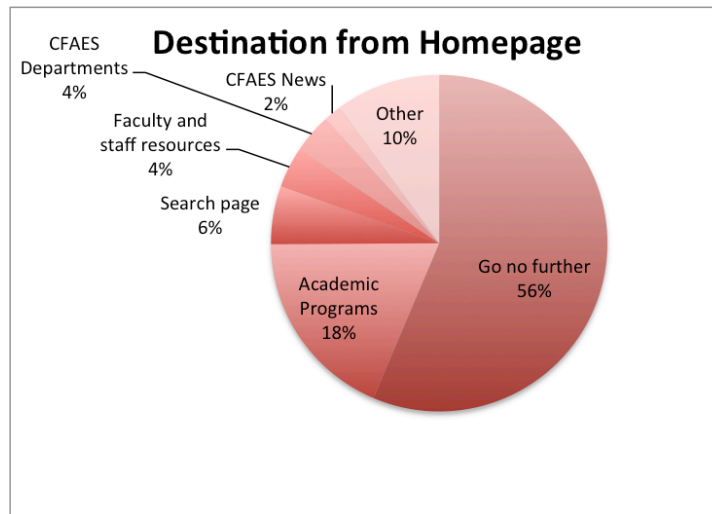
CFAES Homepage	9,468
CFAES News	9,343

Academic Programs

Total page views	22,001
Homepage	2,841
Undergraduate Majors/degrees	1,504

Where do visitors go from homepage?

Go no further than homepage	56.4%
Academic Programs	18.5%
Search page	5.6%
Faculty and staff resources	3.9%
CFAES Departments	3.8%
News page	1.7%
Development	1.4%
Other pages (100+)	8.7%



Publication Sales

Top three publications August 2015

	Sales units	Gross profit
1. Archery Member Record Book	256	\$1,286.85
2. Rifle Member Record Book	225	\$1,127.26
3. Counting Your Money Calendar	160	\$ 255.88

Direct Email

Development emails	Date	Sent	Opened	Rate
FSR Thursday Lunch	8/4	1,113	518	47%
4-H Newsletter August	8/5	6,831	1,406	21%
Reminder FSR Th Lunch	8/13	1,109	503	45%
Final Reminder Th Lunch	8/25	1,104	345	31%
CFAES Connect August	8/31	26,400	5,300	20%