

Communication Highlights

July – September, 2024

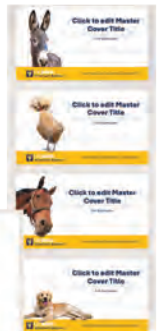
School Launches Post-75th Brand Materials

Following on the success of the 75th Anniversary marketing, the communications team launched a new set of branded materials for the school that built on popular elements of the anniversary campaign, including:

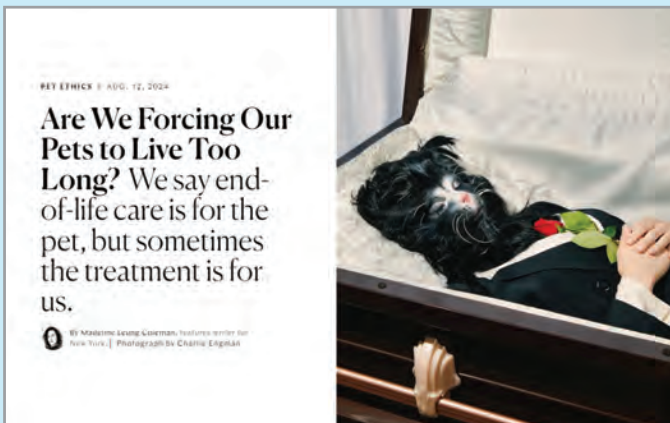
- Adapted the “75 Years of Exceptional Care and Innovation” message into “Exceptional Care, Education and Innovation”
- Kept and expanded the stable of animals that were available in the 75th anniversary branded materials
- Refreshed our email signatures, Zoom screens and PowerPoint Templates, including using the university’s “Tahoe” secondary color on Zoom screens



EXCEPTIONAL CARE, EDUCATION *and* INNOVATION



Top Media Mentions



NY Times

The Pet ‘Superheroes’ Who Donate Their Blood – Karl Jandrey

New York Magazine

Are We Forcing Our Pets to Live Too Long? – Michael Kent

USA Today

Why Is My Dog Eating Grass? – Benjamin Hart

NY Times

What to Know About E.E.E., a Rare Mosquito-Borne Illness – Center for Equine Health

MSN News

Genetic Rescue for Rare Red Foxes? – Ben Sacks

NY Times

Why You’re Paying Your Veterinarian So Much – David Roos (alumnus)

DVM360

Purina and UC Davis Partner to Advance Urinary Tract Health – Jodi Westropp, Larry Cowgill

NY Times

The Taxidermy Bat Market Is Compounding Threats to a Species’ Existence – Nistara Randhawa

Outside

Intense Heat Is Triggering Toxic Algae. Here’s What to Know Before You Swim – Bob Poppenga

Yahoo! News

Dr. Emily McCobb Joins UC Davis as PetSmart Charities Endowed Chair in Accessible Veterinary Care – Emily McCobb, Mark Stetter

> Experts in the News: Bird Flu

USA Today

Domestic Cats in Colorado Are Dying of Bird Flu. Is Your Cat at Risk? – Jane Sykes

Salon

California becomes 14th state to detect bird flu in dairy cows – Terry Lehenbauer

LA Times

Is Bird Flu Here to Stay? – Michael Payne

Sacramento Bee

Flu Virus That Killed Millions of Poultry Found in Dairy Cows. Is It in California? – Michael Payne

Fresno Bee

Why won't California name 3 Central Valley dairies with avian flu? They blame 'lookie-loos' – Michael Payne

STAT

California Confirms Bird Flu Outbreaks in Three Dairy Cow Herds – Terry Lehenbauer



> A Minute with Mark



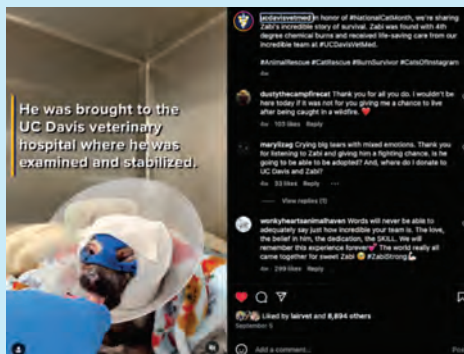
👁 **Total Views:** 113,881

💬 **Total Engagements:** 4,903

Episodes

- Creating an Equine Sperm Bank
- Intra-Cytoplasmic Sperm Injection (ICSI), AKA Making a Foal
- White Coat Ceremony
- Advanced Veterinary Surgery Center
- Bone Research

> Top Social Media Posts



Zabi the Acid Burned Kitty

👁 125,097 video views



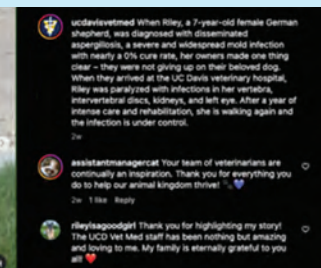
White Coat Ceremony

👁 88,671 video views



Riley Beats Disseminated Aspergillosis

💖 5207 reactions, 96 comments, 437 shares



Quick Stats: Social Media

	Facebook	Instagram	LinkedIn	TikTok	YouTube
Followers	98,161	47,647	6,952	1,201	6,090
Impressions/Views	265,094	433,271	40,413	55,058	33,503
Follower Growth	0.03%	3.05%	8.02%	150.5%	2.85%

> eNewsletters/Publications

Average open rate – All newsletters: 53.2%



NewsBrief (bimonthly) – August
Audience: All Database
27,568 Recipients



Heartbeat (quarterly) – Summer
Audience: Referral Veterinarians
4,579 Recipients

Voice (monthly) – July, Aug, Sept
Audience: Hospital employees
1,089 Recipients

Large Animal Clinic Roundup
(bimonthly) – July/Aug

Audience: Large Animal Clinic Referral Veterinarians, Clients and Former Residents
15,157 Recipients



Horse Report (quarterly) – August
Audience: Horse Clients/Donors
Distribution: 4,910 in print and 3,645 electronically

Alumni Newsletter
(quarterly) – September
Audience: Alumni
6,000 Recipients

> News Articles

19 total by communications team, including multiple news releases



> Website: Trending Content



- 12,148 views** Health Topic: Calculating your dog's age
- 10,785 views** Health Topic: Foxtails
- 6,662 views** Equine Health Topic: Kissing spines
- 6,548 views** Equine Health Topic: Equine Metabolic Syndrome
- 6,267 views** Equine Health Topic: Polysaccharide Storage Myopathy (PSSM)

Photo Shoots

37 Total Shoots

(headshot/studio shot batches count as single shoots)



One of a series of student + pet portraits for the school's holiday cards.



Summer Enrichment Program students learn veterinary skills in July.

Web: New and Refreshed Sites

Comparative Medical Scientist Training Program

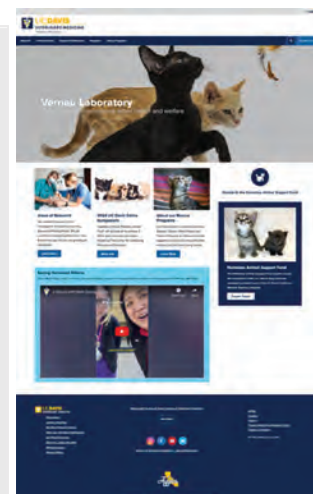
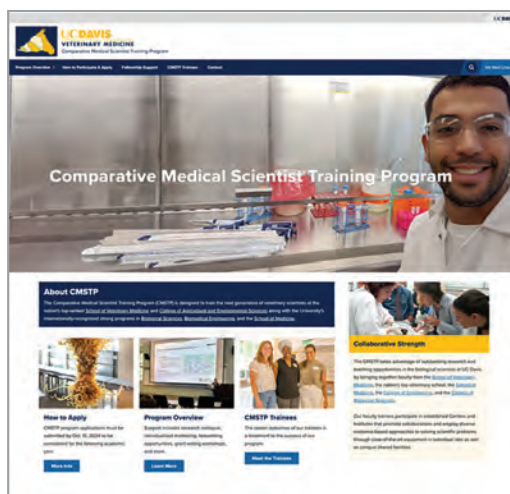
Client: Dr. Sara Thomasy

Vernau Lab Client: Dr. Karen Vernau

Dean's Priority Fund page Client: Development

Re-organization of Giving pages & nav

Client: Development



Special Projects

VMTH internal communications:
focus groups with report

Small animal clinic greeter station

Hospital advisory group creation

Jobs social media campaign

MPVM display in Valley Hall

Discovered and resolved Site-Farm-wide issue affecting SEO audits & performance



Booth: Pacific Veterinary Conference

July 12–13, San Francisco
1,200 attendees

Booth: 57th Annual Conference of the American Association of Bovine Practitioners

September 12–14, Columbus, Ohio
1,700 attendees