

Communication Highlights

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:

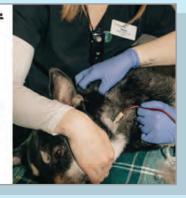
- Adapted the "75 Years of Exceptional Care and Innovation" message into "Exceptional Care, Education and Innovation"
- Kept and expanded the stable of animals that were available in the 75th anniversary branded materials
- Refreshed our email signatures, Zoom screens and PowerPoint Templates, including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



Top Media Mentions

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The Pet 'Superheroes' Who Donate Their Blood Transfusions have become an important part of veterinary medicine, but cat and dog blood is not always easy to come by.



PET ETHICS # A00. 17, 2024

Are We Forcing Our Pets to Live Too Long? We say endof-life care is for the pet, but sometimes the treatment is for us.

W Madetine Leang Coleman, hadarts writer for New York, Photograph By Chartie Engelan



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

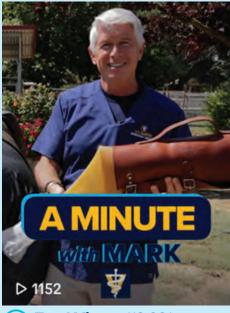
California Confirms Bird Flu Outbreaks in Three Dairy Cow Herds – Terry Lehenbauer



A handful of house cats in Colorado died this year from bird flu and some had no direct exposure to outbreaks on dairy farms.

State public health officials haven't determined how Highly Pathogenic Avian Influenza H5N1 circulating in infected herds sickened six domestic cats, including two indoor cats, raising questions for some about how the virus spreads and infects different animals

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



125.097 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%



Ο 88,671 video views



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



otos: Tia Gemmell, Mike Bannasch and Va Doo

by Trina Wood | July 01, 2024

Dog with Fungal Infection Overwhelming Odds

A Night to Remember— Celebrating 75 Years!

Dre





Pint, UC Davis' Beloved Wonder Dog, Passes Away

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Website: Trending Content

Years You are probably familiar with the "multiply by 7" rule to determine your dog's equivalent age

In human years. While this is an easy way to come up with a number, research has shown that it is not very accurate. The "multiply by 7" idea was likely derived from the average worldwide lifespans for dogs

and humans, 10 and 70 years, respectively. The problem is that dogs age much more rapidly than humans do during the first years of life.

Research has revealed a new way to think about calculating a dog's age in human years. Scientists from the University of California, San Diego, the National Institutes of Health, the

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)





Summer Enrichment Program students learn veterinary skills in July.

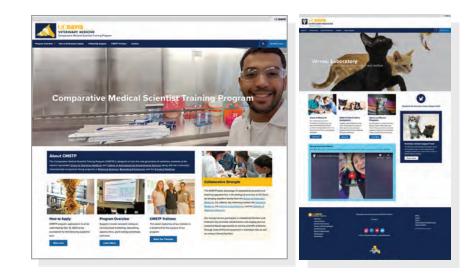
Web: New and Refreshed Sites

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





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-Farmwide 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