

# COMMUNICATIONS HIGHLIGHTS

October – December, 2024



## > Holiday Video Spreads Elfish Cheer

The holiday video, which featured the people and animals of the school in a humorous take on the story Elf, was the best performing of the Minute with Mark series so far.



Views: 3,063

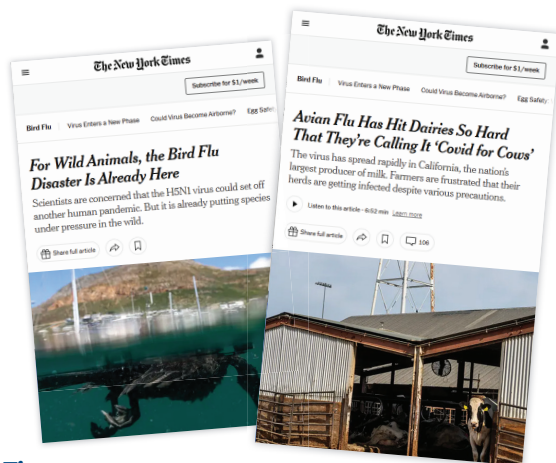
Likes, comments, shares: 38

*“Fantastic!!! Absolutely love this!!! Thank you and happy holidays to all UC Davis School of Veterinary Medicine”*

— 808 Ranch, Clements, CA



## > Experts in the News: Avian Flu



### **NY Times**

Avian Flu Has Hit Dairies So Hard That They're Calling It 'Covid for Cows' – Michael Payne

### **NY Times**

For Wild Animals, the Bird Flu Disaster Is Already Here – Marcela Uhart

### **LA Times**

Owner of two cats that died after drinking H5N1 recalled milk threatens to sue – Jane Sykes

### **NBC News**

Another raw pet food brand contaminated with bird flu infects more cats – Jane Sykes

For a regularly updated overview on avian flu and the school, visit:  
<https://www.vetmed.ucdavis.edu/health-topics/avian-flu-updates>

### **USA Today**

Bird flu's rapid spread prompts California to declare a state of emergency – Michael Payne

### **USA Today**

Raw food for pets is all the rage. Is the fad worth the risk of bird flu, salmonella? – Jane Sykes

### **Newsweek**

How To Protect Your Pet From Bird Flu – Jane Sykes

### **Newsweek**

Cats Have More 'Opportunity' to Get Bird Flu: What to Know – Jane Sykes

### **Barron's**

Bird Flu is Tearing Through California's Dairy Herd. Can it Be Stopped? – SVM

### **LA Times**

Cats in L.A. County die after drinking recalled raw milk – Jane Sykes

Bird Flu Found in Sample of California Raw Milk: The FDA has previously warned of the possible dangers of drinking raw milk. – CAHFS

### **ABC News**

Despite Warnings from Bird Flu Experts, It's Business as Usual in California Dairy Country

More than 400 California operations have been confirmed to have suffered outbreaks of H5N1. – Jane Sykes



## > Additional Notable Media Mentions

### NPR

Anchorage's Mysterious Gary Was Wolf Hybrid — VGL

### New York Times

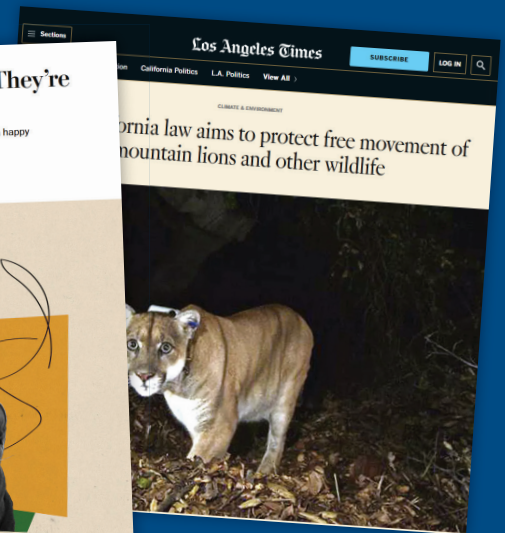
Breeders' Cup Arrives in California, Where Horse Racing Is Struggling — Greg Ferraro

### Washington Post

Wondering if Your Pet Is Happy? They're Already Telling You. — Melissa Bain

### Los Angeles Times

New California Law Aims to Protect Free Movement of Mountain Lions and Other Wildlife — Winston Vickers



## > A Minute with Mark



**Total Views:** 76,295

**Total Engagements:** 3,462

### Episodes

- Equine Repro (Part II)
- Thanksgiving – Alumni Awards
- Buddy the Elf

## > Trending Social Media



### Facebook: Horse Saved from Silo

**25,861** impressions, **1,853** likes, **116** comments, **141** shares



### TikTok: Buddy the Elf

**3,348** impressions, **298** likes, **8** comments, **57** shares



### Instagram: Vet Tech Week

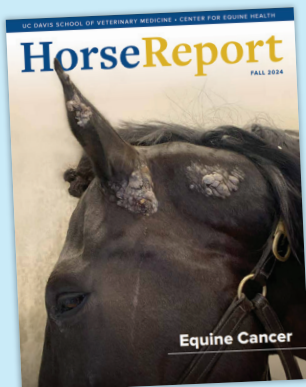
**25,861** impressions, **1,853** likes, **116** comments, **141** shares

	Facebook	Instagram	LinkedIn	TikTok	YouTube
Followers	98,346	48,526	7,414	1,398	6,247
Impressions/Views	250,438	434,227	37,815	28,955	17,103
Follower Growth	0.19%	1.84%	6.65%	16.40%	2.58%



## > eNewsletters/Publications

Average open rate – All newsletters: 54.19%



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

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



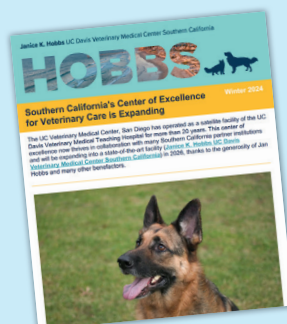
**Heartbeat** (quarterly) – Referring  
Veterinarians. Fall Audience:  
4,823 Recipients



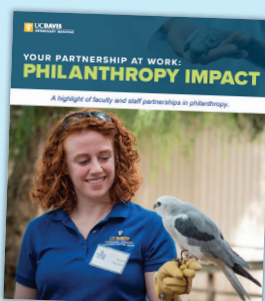
**Voice** (monthly) – Oct., Nov., Dec.  
Audience: Hospital employees  
972 Recipients



**Large Animal Clinic Roundup**  
(bimonthly) – July/Aug  
Audience: Large Animal Clinic  
Referral Veterinarians, Clients and  
Former Residents  
15,157 Recipients



**Hobbs Center UC Davis Email**  
(Every Other Month)  
Audience: Clients of San Diego  
clinic, donors to Hobbs Center  
UC Davis  
October and December  
9,632 distribution

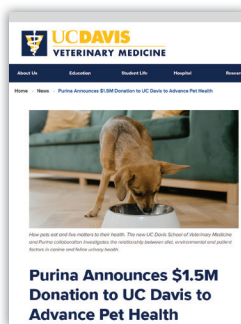


**Your Partnership at Work:  
Philanthropy Impact**  
Audience: Vet Med Faculty,  
Students, Staff  
January, 2025 Issue  
2,234 distribution

**News Brief** (Bi-Monthly)  
Audience: General audience  
(faculty, staff, students, alumni,  
donors, friends, opt-ins)  
Avg. Recipients: 27263

**Activities & Impacts** (Weekly)  
Audience: Internal (faculty,  
staff, students)  
Avg. Recipients: 2651

## > News Articles





## > Website Trending Content



**10,772 views** SVM News: Preventing Deadly FIP in Cats

**9,353 views** Animal Health Topic: Calculating Your Dog's Age

**4,735 views** SVM News: Antiviral Discovered to Speed Recovery and Reduce Corneal Disease in Kittens with Herpesvirus

**4,724 views** Equine Health Topic: Pigeon Fever

**4,574 views** Equine Health Topic: Chronic Progressive Lymphedema

**4,467 views** Animal Health Topic: Feline Coronavirus (FCoV) and Feline Infectious Peritonitis (FIP)

## > Noteworthy



**Inside VMTH:** 29,282 views

**Case of the Month Articles:** 837 views from the menu "Success Stories"; 32 views using tag on article

**Avian Flu Updates page:** 489 views

**Minute with Mark web page:** 397 views

## > New & Refreshed Web Sites



**Renovated Synergy Magazine** (using new layout builder) to highlight feature stories and parse out the departments for quick reads

New page for the **G.V. Ling Urinary Stone Analysis Laboratory**

Dedicated **Avian Flu** page

## > Special Projects

- MPVM media relations and messaging training, launched new LinkedIn showcase page
- Support for the university's "The Greatest Show" Expect Greater campaign celebration
- Support for dean's Regents Health Sciences Committee presentation
- Support for the Alumni Reunion Weekend
- Reduce Corneal Disease in Kittens with Herpesvirus
- Support for helping finding homes for cats retiring from the cat colony



Dean Stetter presents Dr. Kate Hurley, DVM, MPVM, PhD and Director, UC Davis Koret Shelter Medicine Program with an Alumni Achievement Award at the 2024 Alumni Weekend.