

# UCANR Media Relations and Community Outreach

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## Introduction

University of California Agriculture and Natural Resources (UC ANR) isn't your typical UC campus. In fact, it's a division of the UC Office of the President (UCOP) spread across the state of California.

**University of California**  
Agriculture and Natural Resources

### *Mission Statement*

The Division of Agriculture and Natural Resources (ANR) is a statewide network of University of California researchers and educators dedicated to the creation, development and application of knowledge in agricultural, natural and human resources.

- **Glenda Humiston, Vice President**

As a Global Food Initiative (GFI) fellow for UC ANR, working on media relations and community outreach I have worked on increasing the visibility of ANR's impact across California through various projects. In a sense, I wasn't a traditional GFI fellow working on combating food insecurity on the various UC campuses, but rather, I helped UC ANR's vision.

## Projects

Through the mentorship and help of Cynthia Kintigh, Mike Janes, Pamela Kan-Rice and Tyler Ash I took on a variety of projects mainly relating communications.

### *Social Media*

UC ANR can be further broken down into programs. Namely:

- Agricultural Issues Center
- California 4-H Youth Development Program
- Research and Extension Centers
- Master Food Preserver Program
- Master Gardener Program
- Expanded Food and Nutrition Education Program
- Integrated Pest Management Program
- California Naturalist Program
- Sustainable Agriculture Research and Education Program

Beforehand, UC ANR's Communication Services team was not aware of the amount of social media accounts (Twitter, Facebook, Instagram, etc.) created by the individual programs across the state. My job was to document and list most, if not all, social media accounts from the various programs. Below is a small sample of the total "reach" from each social media platform.

### Metrics

<b>Facebook</b> reach:	56076
<b>Twitter</b> reach:	17104
<b>Instagram</b> reach:	3040
<b>Total* social media</b> reach:	79500

\*Other social media platforms included, but were not limited to YouTube, Vine, Google+, etc.

### *We are ANR Video*

I helped pick out images for a video being produced by UC ANR. The theme for this video had to do with "hands" (i.e., people holding things). I looked through a repository of over 1,000 photos, and chose photos that represented the theme.

### *Bloggers*

For further outreach and publicity, I was tasked with researching and compiling a list of bloggers and personalities in the following fields:

- Nutrition, obesity, world food
- Gardening, landscape, home maintenance
- Western Agriculture
- California drought, water
- California nature, wildlife
- California food preservation

UC ANR plans to use this information for outreach purposes.

## Results and Outcomes

As stated before, although I am not your traditional GFI Fellow, I believe that I have helped UC's goal of "harnessing its resources to address one of the critical issues of our time: How to sustainably and nutritiously feed a world population expected to reach 8 billion by 2025." UC ANR has been instrumental in trying to achieve this goal through the various programs it has to offer. Social media may not seem as important in the grand scheme of things, but without publicity, it's hard to get the word out there.

## Acknowledgements

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