MU Extension Communications and Marketing
Let us tell you what we can do for you.

Publishing
Our publications team works with you to produce informative and effective research-based print and electronic publications. From brief guides to comprehensive curricula that can include presentation materials, we can help you get your points across clearly and concisely to reach your identified audiences. We can also help develop marketing materials to promote your publication.

Video and audio production
Our video and audio production team produces educational and promotional media. We work with you from the beginning: to refine your concept; record your message, in studio or on location; edit the piece; and help you distribute the finished product. We are also available to record presentations, and we have a state-of-the-art recording studio where you can record your own podcasts.

Web development and communications training
Our Web Team designs and supports the MU Extension website, which covers services throughout the state and has about 20,000 unique visitors a day; leads extension’s social media efforts; and advises you on best practices. We also manage extension’s innumerable digital assets and conduct communications training.

News and media relations
Our writers and producers research, publish and distribute — to print, broadcast and electronic media — hundreds of MU Extension and College of Agriculture, Food and Natural Resources news stories each year. We also direct reporters to extension experts and advise faculty and staff on how to work with the media.

Internal communications
Our writers and editors keep you in the know with the bimonthly MU Extension Insider newsletter, and our Web Team maintains a robust and dynamic website filled with vital information for faculty and staff.

Marketing and constituent relations
Our marketing staff helps you promote and protect the MU Extension brand and works to increase the value of the brand. We also produce a variety of communications that express MU Extension’s value to stakeholders such as council members, legislators and Missourians.

Publications distribution
Our distribution center manages an inventory of almost 2,400 unique items, including publications and promotional items, and distributes more than 2.5 million items a year. We also coordinate special mailings, create employee and council member name tags, and recognize more than 200 Missouri Century Farms each year.
How MU Extension Communications and Marketing serves you

Find the 20 hidden words related to the services of MU Extension Communications and Marketing. Search horizontally, vertically and diagonally.

archive
audio
communications
constituents
councils
distributionedit
facebook
interview
marketing
media
news
podcast
promotion
publishing
report
style
video
website
write

Find the 12 differences between these two drawings that represent us building extension together.

Answer keys are available online at http://extension.missouri.edu/staff/communications.