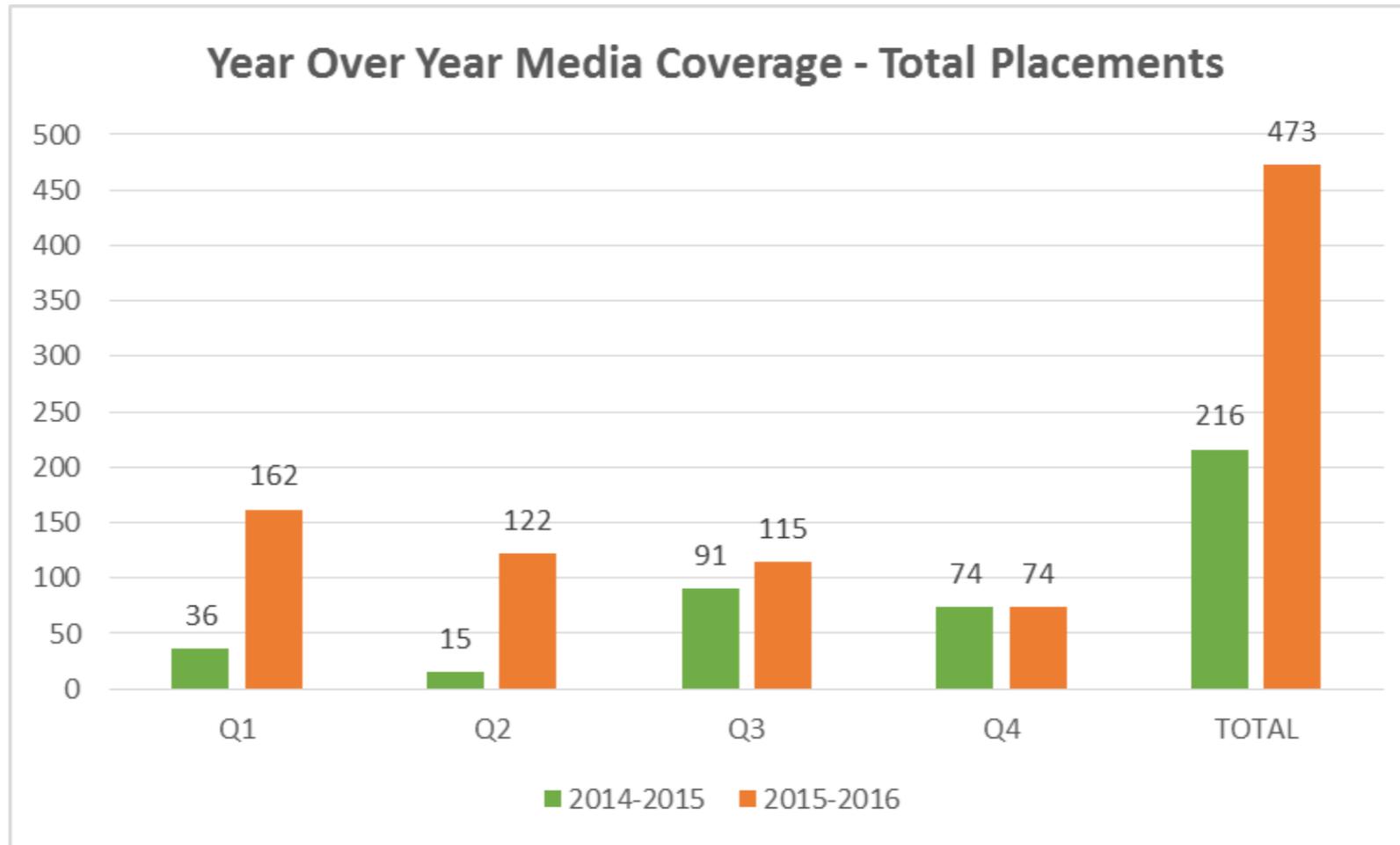


STEM PR AND MEDIA RELATIONS CAMPAIGN

Strategic America
2015-2016

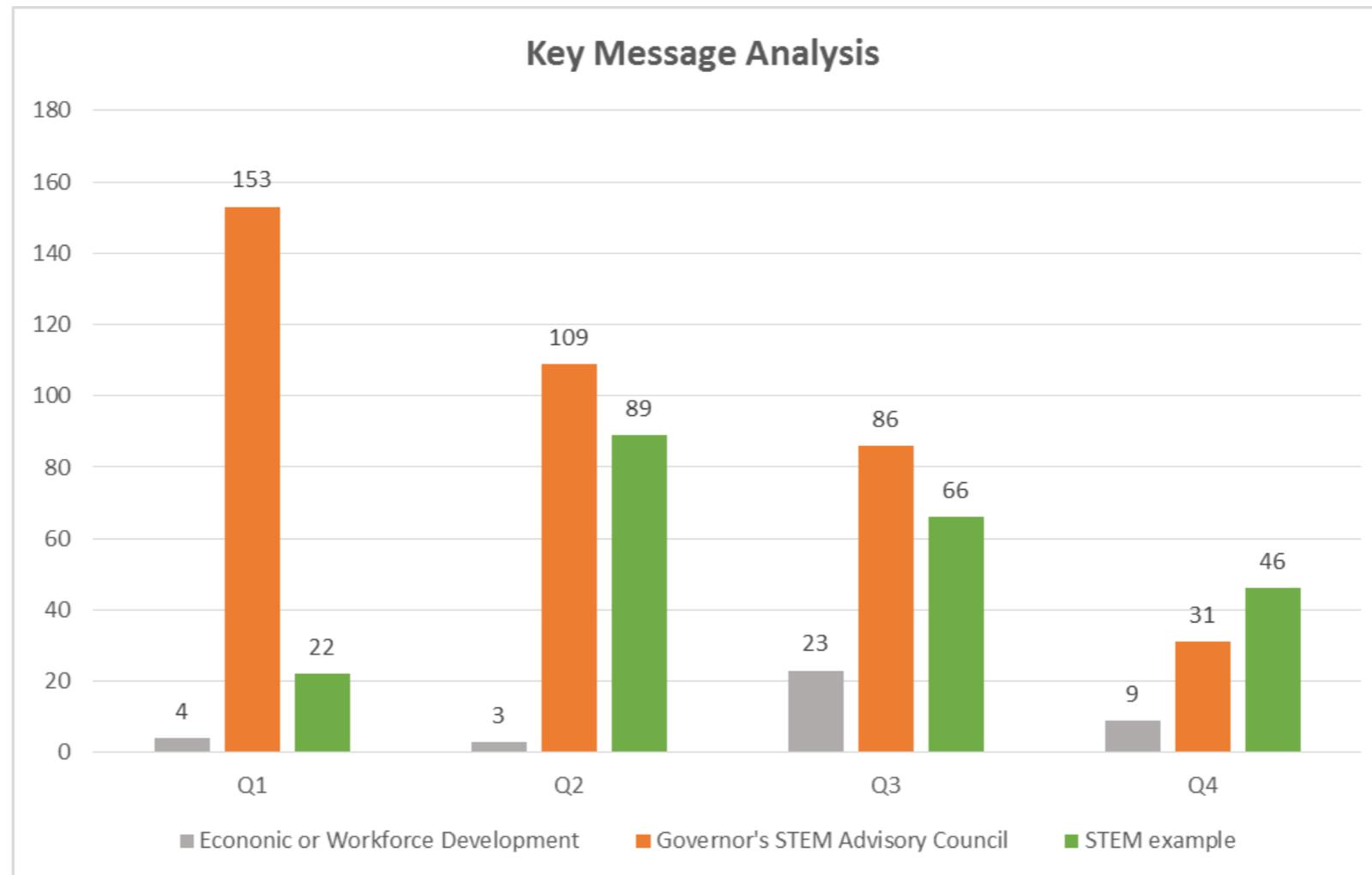


MEDIA RELATIONS



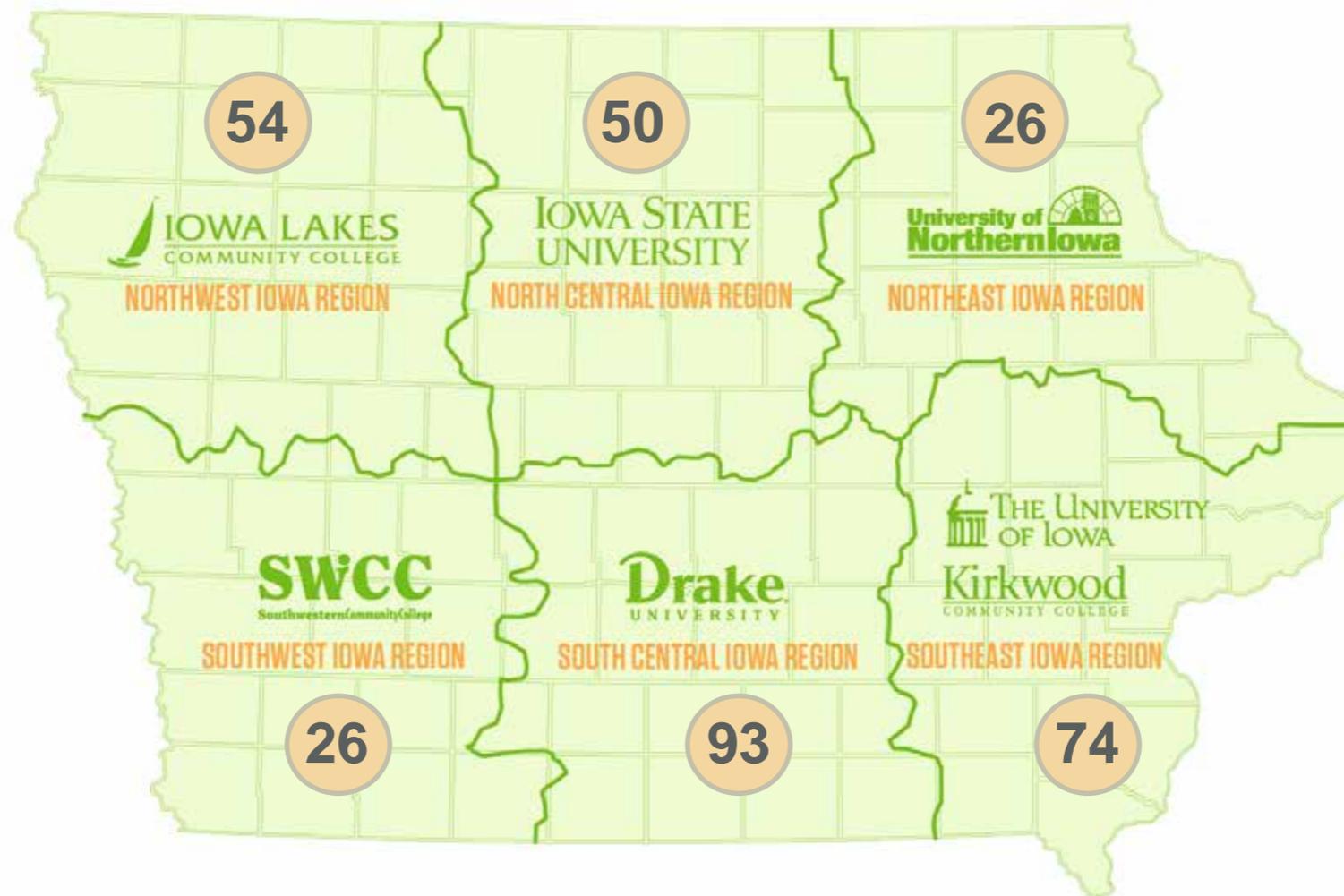
2015-2016 STEM Media Coverage Totals					
	Q1	Q2	Q3	Q4	Totals
Total Media Outlets	131	65	70	40	306
Circulation Impressions	1,951,249	2,633,663	115,722,282	30,245,371	150,552,565
Total Placements	162	122	115	74	473

KEY MESSAGE ANALYSIS



2015-2016 STEM Key Message Analysis					
	Q1	Q2	Q3	Q4	Totals
Economic or Workforce Development	4	3	23	9	39
Governor's STEM Advisory Council	153	109	86	31	379
STEM Example	22	89	66	46	223

REGIONAL COVERAGE



142 National STEM coverage

PSA – BILLBOARD RESULTS



STEM Billboard PSA				
Location	Total Cost	Est. Weekly Impressions	Total Impressions	Earned Value
Osceola	\$300.00	13,898	55,592	\$700
Spirit Lake	\$107.25	26,455	200,302	\$984
Evansdale	\$232.25	26,416	264,161	\$1,508
Humboldt	\$107.25	8,115	60,283	\$743
Camanche	\$307.25	23,216	125,124	675
Chariton	\$300.00	6,085	24,340	\$700
Dyersville	\$307.25	26,173	295,381	\$1,565
TOTAL	\$1,661.25	130,358	1,025,183	\$6,875

PSA – TELEVISION RESULTS



STEM Television PSA					
	Date	Market	STEM Investment	Spots	Value
IBA	Feb. 15- Feb. 21 (one week)	Statewide	\$5,000	646	\$24,695
OnMedia – Central/ Western IA	Feb. 15- April 10 (eight weeks)	Ames, Fort Dodge, Des Moines, Marshalltown, NW and Western Iowa	\$0	27,168	\$543,360
OnMedia – Eastern IA	Feb. 15- April 10 (eight weeks)	Quad Cities, Clinton, SE Iowa	\$0	3,298	\$49,470
OnMedia – Eastern IA	Feb. 17- April 10 (eight weeks)	Cedar Rapids, Iowa City, Dubuque, Cedar Valley	\$0	450	\$6,750
Iowa Cable Advertising Network	Feb. 15- April 10 (eight weeks)	Statewide rural and municipal cable systems	\$0	1,000	\$5,000
		TOTAL	\$5,000	32,562	\$629,275
		2014-2015	\$5,000	17,519	\$423,992

THE YEAR AHEAD

- The Year of the Story
- Career awareness campaign
- STEM Year Five media campaign
- New billboard and TV PSAs
- Bilingual materials
- Business partner resource center



SSA

CELEBRATING 35 YRS