



MEDIA RELATIONS YEAR IN REVIEW

GOVERNOR'S STEM ADVISORY COUNCIL

Q1

STEM Day at the Fair

- Highest attended day of the 2014 Iowa State Fair with more than 108,000 visitors
- More than 10½ minutes of broadcast coverage

Media Placements for Quarter

- 36 placements
- Circulation of 1,554,911

Q2

STEM Education Award for Inspired Teaching

- Launched award at ICTM-ISTS conferences and Governor's weekly press conference
- Received more than 600 nominations

Media Placements for Quarter

- 38 placements
- Circulation of 3,019,984

Q3

STEM Classrooms

- Created and executed PR plan to promote the four STEM classrooms
- 14 media placements

STEM Summit

- 13 media placements

PSA

- Ran on networks statewide during the month of February through agreement with IBA
- Asked ICAN, OnMedia and Mediacom to run PSA at no cost
- 17,519 spots ran statewide from February 15, to April 16, 2015
- Total advertising value of \$423,992

Billboards

- Posted across Iowa in Bettendorf, Cedar Falls, Cedar Rapids, Council Bluffs, Davenport, Des Moines, Dubuque, Fort Dodge, Marshalltown, Mason City, Muscatine and Waterloo
- Space was donated, only paid for artwork, production and installation

STEM Education Award for Inspired Teaching

- Six teachers from each of the six STEM regions were recognized
- 12 media placements

Media Placements for Quarter

- 91 placements
- Circulation of 10,511,517

Q4

Feature Articles

- Wrote and pitched op-ed pieces on behalf of the Regional Managers

Media Placements for Quarter

- 40 placements (to date)
- Circulation of 4,694,458

2015
2016

Year Ahead

- Engage, educate, excite
- Focus on STEM career awareness
- Second Annual STEM Day at the Iowa State Fair

- Leverage social media to engage students
- Focus on STEM tie to economic development
- Create new PSA