



GNOSEF (Greater New Orleans Science and Engineering Fair)
Public Relations/Social Media Activity Report
Teachers Workshop 2016; GNOSEF and Awards Ceremony 2017
August 2016 – February 2017

The following public relations/social media activities were performed on behalf of GNOSEF 2016-17:

- Created and distributed press release about the Greater New Orleans Science and Engineering Fair Teacher Workshop on August 27, 2016 at UNO.
- Pitched greater New Orleans print, online and broadcast media with emphasis on community and education reporters.
- Submitted info to select community groups to help create buzz about the teacher workshop.
- Coordinated media queries on behalf of GNOSEF.
- Handled pre-event interview arrangements; prepped Fair Director, Annette Oertling, Ph.D. for WBOK 1230AM radio interview (*"Crosstown Conversations"* Show with Host, Jeanne Nathan).
- Created and distributed alert to media prior to- and day of-event
- Submitted post-Teacher Workshop event photos to media.
- Drafted press release and pitched media re: Broadcom Masters finalist and GNOSEF participant, Rachel Pizzolato (7th grader at John Curtis Christian School).
- Handled interview arrangements for Rachel Pizzolato and her teacher, Cathy Bucvault, interview on *"The Spudcast"* with Host, Spud McConnell.
- Accompanied all GNOSEF spokespersons to interviews.
- Brainstormed ideas re: Entergy donation (once confirmed) and possible teacher meet 'n' greet to attract new teachers and thank participating teachers for their support of GNOSEF.
- Ensured that \$10,000 Entergy donation was mentioned in all appropriate press materials as well as on social media.
- Created and distributed GNOSEF media advisory in early December to announce "science fair season."
- Created a GNOSEF poster featuring all participating schools to send to schools, media and for posting to GNOSEF website and social media.

- Created and distributed official press release re: Greater New Orleans Science and Engineering Fair, February 13-16 and the GNOSEF Awards Ceremony on Feb. 16 at UNO. Release included information on Entergy's \$10,000 grant to GNOSEF.
- Created name for GNOSEF Entergy scholarship: "Powering the Future." The scholarship is for the female, high school senior with an outstanding, promising project. It is part of a \$10,000 grant Entergy made to Greater New Orleans Science & Engineering Fair, Inc.
- Prepped and accompanied Fair Director, Annette Oertling, Ph.D. and Ben Franklin student, Anthony Rhodes for Entercom New Orleans radio interview (*"Community Matters"* Show with Host, Monica Pierre).
- Prepped Fair Director, Annette Oertling, Ph.D. for *WGSO 660AM "LaFete News"* radio interview.
- Coordinated all interview arrangements across print, broadcast and online media, including interviews across local networks (*WWL TV4, WDSU TV6 and WGNO TV26/News with a Twist*). *WWL TV4* and *WGNO/News with a Twist* interviews were both shot LIVE from the floor of GNOSEF.
- Provided post-event photo submissions to *Times Picayune* and *Advocate*.
- Created and distributed media alert prior to- and day of event.
- Created and posted content to GNOSEF social media platforms.
- Monitored STEM social media sites for stories that could be shared locally or localized from national STEM stories.
- Suggested appropriate prizes for social media contest.
- Provided social media recommendations and content for contests; conducted live tweeting from fair; selected contest winners.
- Calls to media each day of event.
- Client correspondence; conference calls.
- Internal meetings with GNOSEF team partners.
- Monitored media coverage.
- Prepared final report for GNOSEF board of directors.

Interviews and relevant media mentions below:

TELEVISION:

WWL TV4 (CBS) (Total Viewership for all 4 clips: 217,492 households)

LIVE interviews from GNOSEF with Ilaria, Rachel, Anthony and Alex:

7:40 a.m. Interviews (Ilaria and Alex)

<https://www.dropbox.com/s/clvei9l5dgdg6bx/Eyewitness%20Morning%20News%20at%2007AM%20%20February%2016%2C%202017%20%20Science%20Fair%20%20WWL%207%20AM.mp4?dl=0>

8:15 a.m. interviews (Rachel and Anthony)

<https://www.dropbox.com/s/29ey0wdc2k030hf/Eyewitness%20Morning%20News%20at%2008AM%20-%20February%2016%2C%202017%20%20Science%20Fair%20%20WWL%208%20AM.mp4?dl=0>



WDSU TV 6 (NBC) (Saturday News Viewership: 23,528)

Rachel Pizzolato and Cathy Burns on WDSU Weekend News Show (Link not available)



WGNO TV26 (ABC) (Total viewership: 42,126)
"News with a Twist" – mentions at 5PM and 6PM on 2/13/17 and LIVE interviews from GNOSEF floor with WGNO "News with a Twist" weathercaster Martha Spencer on 2/15/17. (Links not available)



PRINT/ONLINE:

The Advocate (Total Circulation for all clips: 99,000)

The Advocate (Print)

http://www.theadvocate.com/new_orleans/news/communities/crescent_city/article_7fbc1802-5f4e-11e6-b90a-9f620429b84b.html

http://www.theadvocate.com/new_orleans/news/communities/crescent_city/article_1d26cfd6-eb1a-11e6-bca8-bf3bb343a948.html



http://www.theadvocate.com/new_orleans/news/communities/crescent_city/article_9d0324a4-e97e-11e6-94a0-ef6cfd2b0f77.html

Sr. Grand Award winners; listing of Jr. Grand Award, 1st Place Jr./Sr. winners. 3/22/17

http://www.theadvocate.com/search/?l=25&sd=desc&s=start_time&f=html&t=article%2Cvideo%2Cyoutube%2Ccollection&app=editorial&q=Grand+Award+Winners&nsa=eedition

NOLA.com (Total Online Circulation: 24,349)

http://blog.nola.com/eastjefferson/2017/01/john_curtis_senior_studies_cel.html



Biz New Orleans (Total Circulation: 38,000)

<http://www.bizneworleans.com/August-2016/Greater-New-Orleans-Science-And-Engineering-Fair-To-Host-Free-Teacher-Workshop/>

<http://www.bizneworleans.com/January-2017/60K-In-Prizes-To-Be-Awarded-To-GNOSEF-2017-Winners-Teachers-Schools/>

myneworleans.com (368 daily visitors)

<http://www.myneworleans.com/My-New-Orleans/Calendar/index.php/name/GNO-Science-Engineering-Fair-Teacher-Workshop-2016/event/12671/>

WWOZ FM.org (Community Radio)

WWOZ.org has over 100,000 monthly unique visitors.

<https://www.wwoz.org/events/118706>

American Petroleum Institute – Delta Chapter

<http://api-delta.org/education.aspx>

Louisiana Science Teachers Association

http://www.lsta.info/newsletter/2016/LASER_October_2016.pdf

John Curtis Christian School

http://www.johncurtis.com/files/4914/7526/4459/Broadcom_MASTERS_Finalist_2016_Release_FINAL.pdf



Grace King High School newsletter

<http://king.ipschools.org/wp-content/uploads/sites/128/2015/11/All-The-Kings-Men-Volume-II-1st-Edition-August-22nd-August-26th.pdf>

RADIO:

Entercom Radio – **“Community Matters Show”** with host **Monica Pierre**

Monica Pierre interviewed Annette Oertling and GNOSEF student participant, Anthony Rhodes. 2/1/17

<http://www.wvl.com/media/audio-channel/02-05-730-am-community-matters>

Interview aired across the following Entercom New Orleans stations on 2/5/17:

- WKBU Bayou 97.1 – 6:00 a.m.
- WWL-HD Radio The Delta – 6:00 a.m.
- WEZB B-97 – 6:30 a.m.
- WLMG Magic 101.9 – 7:00 a.m.
- ESPN 1350-AM – 7:00 a.m.
- WWL-AM 870 – 7:30 a.m.
- 105.3 FM – 7:30 a.m.
- wvl.com – 7:30 a.m.



WGSO 660AM – **“LaFete News”** with Frank Stansbury. Interview with Dr. Annette Oertling on 2/3/17. (Link not available)

WBOK 1230AM – **“Crosstown Conversations”** with host **Jeanne Nathan** on 8/24/16 re: Teacher Workshop. (Link not available)

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