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/clye9l5gdq6bx/Eyewitness%20Morning%20News%20at%207AM%20February%2016%2C%2017%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%208%20AM%20February%2016%2C%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)
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)

myneworleans.com (368 daily visitors)

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
Entercom Radio – “Community Matters Show” with host Monica Pierre
Monica Pierre interviewed Annette Oertling and GNOSF student participant, Anthony Rhodes.
2/1/17
http://www.wwl.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.
- wwl.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)

###