

Public Visibility – How to get Involved and Leverage Your Local Activities

Tom Coughlin, IEEE Public Visibility Committee Chair

Kathleen Kramer, IEEE Public Visibility Committee

www.ieee.org/go/visibility

IEEE SoutheastCon 2017- April 1

Outline

- The IEEE Public Visibility Committee
- What can region's do to promote the engineering professions?
- How can sections participate?
- How can sections improve their activity publicity?

The IEEE PV Committee Mission

To increase awareness, understanding and appreciation of how engineering, computing and technology benefit humanity, and to promote the visibility of engineering, computing and technology professionals who carry out this work

*As approved by IEEE BoD and outlined in Bylaws
establishing Public Visibility Standing Committee*

2016 Traditional Media Highlights: Broadcast

Media
Outlets



We successfully expanded our traditional media outreach to include broadcast this year:

- 28 television and radio interviews
- National and top 15 markets
- 12 TEs featured to date

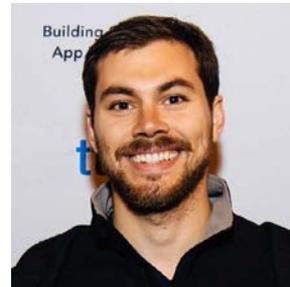
Technical
Experts
Topics

Massoud Amin
Karen Bartleston
Ron Brachman
Tom Coughlin
Kevin Curran
Kevin Du
Jeff Miller
Karen Panetta
Todd Rappaport
Todd Richmond
George K. Thiruvathukal
William Webb

Intelligent Infrastructure
STEM
IoT and Big Data
Engineers Week/Wearable, Implantable Tech
IoT and Big Data
IoT and Big Data
Driverless Cars
STEM
Engineers Week/5G Technology
VR/AR in Education
Eye Tracking/Health Monitoring Tech at retail
IoT and Big Data

Society Engagement: A Sampling of TEs

- **IEEE Robotics and Automation Society**
 - Antonio Espingardeiro, IEEE Member
- **IEEE Consumer Electronics Society**
 - Tom Coughlin, IEEE Senior Member
 - Stu Lipoff, IEEE Fellow
- **IEEE Computer Society's Technical Committee on Security and Privacy**
 - Diogo Monica, IEEE Member
- **IEEE Power & Energy Society**
 - Massoud Amin, IEEE Senior Member
- **IEEE Aerospace and Electronic Systems Society**
 - Paul Kostek, IEEE Senior Member
- **IEEE Intelligent Transportation Systems Society**
 - Jeffrey Miller, IEEE Senior Member
 - Alberto Broggi, IEEE Fellow
- **IEEE Computer Society**
 - Karen Panetta, IEEE Fellow



Become a Technical Expert (TE)

- Our TEs have helped support numerous campaigns by
 - Providing commentary on breaking news that can be shared with the media
 - Drafting thought leadership byline articles
 - Participating in media interviews (phone, in-person)
 - Featuring their thought leadership in videos
 - Joining in Google Hangouts and Social Media Ask Me Anythings (AMAs)
 - Attending industry events, including Web Summit, CES, Mobile World Congress and CES Asia



Forbes / Tech

Wireless: The Missing Piece of the Intelligent Transport Puzzle

Written By: William Webb, IEEE Fellow and CTO of Next



Monitoring traffic flow is relatively easy, as is detecting where congestion is occurring and working out when to reroute cars. However, there is still a big piece missing from the intelligent transport puzzle - a way to get information from sensors to control centres, and from there back to cars, traffic lights, and mobile signage. Faced with this challenge, wireless connectivity is the only option. This is of course obvious in the case of moving vehicles, but even for sensors such as those on bridges or embedded into car-parking spaces, the cost of running wires into each one would be prohibitive.

We live in a world of the iPhone and mobile broadband, so it would be easy to imagine that this problem of connectivity would be solved. This is not the case. Although mobile networks are great for people, they are terrible for machines. The needs and applications are so very different that there is little use in trying to use one network for both. In fact, the reason that we don't yet have a complete fix would be that we don't have a wireless network designed for sensors, traffic lights, or more generally "machines".

Design a number of machines, this "machine network" would be different to a mobile network in several key ways, including using much lower data rates than mobile broadband to allow greater range, as well as simpler and more cost effective chip sets and longer battery life. Crucially, it would also allow machines to "sleep" for much of the time, allowing them to conserve their batteries for up to ten years.



Become a TE via our submission form:
https://www.ieee.org/about/corporate/public_visibility/technical_expert_form_index.html

2017 Hot Topics

Feb/March: Cybersecurity



Cybersecurity contributions of engineers
Adaptive Security Architecture
Biometric authentication
RSA, Mobile World Congress

Aug/Sept: Robotics



Robotics in health, logistics, utilities, automation
Robotics for e-commerce
Robotics and the cloud
Cybersecurity ... **and more**

April/May: IoT & Big Data



Digital mesh
Ethical data gathering and usage
Consumer Electronics
AI & machine learning
Data structure, analytics architecture

... **and more**

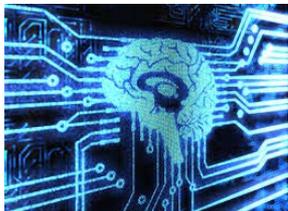
Oct/Nov: AR/VR



Augmented Humanity
AR/VR ethics
Human Biosystems
Wearable devices for predictive health, smart contacts, "fifth limbs"

... **and more**

June/July: AI (Machine Learning+Deep Learning)



Deep learning
Neural networks
Natural language processing AI for medical diagnostics
Robotics for surgery, education, manufacturing
Autonomous vehicles

Dec/Jan: Consumer Electronics



Wearables
AR/VR
Cellphones/mobile technology
Drones

... **and more**

Become an IEEE Transmitter Article Contributor

Promotes Public Visibility activities while giving the audience content about hot topics and technology news from an IEEE perspective

How can you leverage: **Submit an Article on one of our Hot Topics!**

IEEE Transmitter™ MENU



★ POPULAR

IEEE on the Map

IEEE strengthened its global reach in 2015; the year was hallmarked by expanding IEEE relationships with technology industry and government leaders around the world. Delegations from the IEEE Board of Directors made visits to industry centers in four global regions last year, including: Munich, Germany; Shenzhen, China; Tokyo/Osaka, Japan; and Silicon Valley, USA. The delegations gathered feedback on how IEEE can contribute to supporting and engaging with industry professionals to help IEEE better understand how it can support industry professions. The delegations met with over 150 industry leaders from more than 50 companies.

IEEE Transmitter™ MENU



★ POPULAR

Women Who Change the World

IEEE Women in Engineering (WIE) is dedicated to inspiring, engaging and advancing women in technical disciplines.

IEEE Transmitter™ MENU



★ POPULAR

IEEE Transmitter's One Year Anniversary

Today marks one year since the launch of IEEE Transmitter, a milestone for IEEE that follows other major celebrations like the 25th anniversary of IEEE 802.11, the 15th anniversary of IEEE Xplore, and the 2016 IEEE Honors Ceremony.

What can you and your local IEEE Section do to promote the engineering profession?

IEEE Publicity Collabratec Group

- IEEE Publicity Collabratec Group
- Promote and share experiences on local IEEE and professional publicity and events.



IEEE Publicity

Hide Details ^

Leave Community ↗

Develop ideas, and share experience with respect to volunteer driven publicity for IEEE and IEEE organizational units. Members active in sections, societies, conferences and other IEEE activities are encouraged to join this community and share experiences, ideas and methods to develop better visibility for IEEE activities and to show the value of engineering to an interested non-IEEE public.



Olema Vincent answered

How are you promoting IEEE and what help can you offer others trying to advance technology for humanity?



a month ago

5 answer(s)

Thank you Dena for this question. There are many ways that IEEE members can help grow IEEE society and community.

To me , I contributed a lot when we started IEEE Uganda Sub-section here in Uganda. I called the first meeting to establish IEEE sub-section, here in Uganda. I am proud now that our subsection is fully registered and membership is growing. It is still strungle, as our IEEE membership is still low, but we are recruiting members to join the association.

We are currently, running so may EPICS programs, visiting University Universities to talk about IEEE, next month we are organizing renewable Energy conference, first of its kind in Uganda.

IEEE members need to embrace the act of charity by donating to IEEE to support her humanitarian activities.

We are also organizing IEEE day, yet first of its kind in Uganda. IEEE day to me is very important in that it helps in networking with other.

Think Digital

- ▶ Is there an event or technology milestone in your area that ties in with the hot topic, and can be digitally represented, with sharable content?
- ▶ Do you have a technical expert who can develop content addressing a particular technology topic in layman's terms?
- ▶ Is there a section of our local website where we can leverage our members as technical experts?
- ▶ Do we include a place where media can contact experts?
- ▶ Can we produce short video summaries of events (perhaps with Camtasia)?

How You Can Help?

- ▶ Be a Technical Expert or can you recommend a Technical Expert that can address a particular technology topic in layman's terms and/or engage with media outlets?
- ▶ Is there an event or technology milestone in your area that ties in with the hot topic?
- ▶ Promote Public Visibility in your region by incorporating our Hot Topics into your discussions
- ▶ Contribute to IEEE Transmitter
<http://transmitter.ieee.org/>



Lessons for Locals on Public Visibility

Lessons for Locals on Public Visibility

Help on visibility is out there...

- ▶ IEEE Public Visibility Toolkit
- ▶ Tools and Templates: Get Two PopUps
- ▶ Leverage Hot Topics (or TAB's 2017 New Challenges or initiatives that have traction)
- ▶ Communications planning checklist
- ▶ Social Media Guidelines

Help on visibility is out there...

IEEE Publicity Toolkit --- On the IEEE web for you:

- ▶ “How to Optimize the Media”
 - ▶ PPT on what media wants and how to message
- ▶ “Leveraging Social Media at IEEE”
 - ▶ PPT explaining engagement goal and social media dynamics
- ▶ Media Training 101
 - ▶ DOC with tips on giving interviews with reporters
- ▶ http://www.ieee.org/about/news/media_kit/Internal/internal_publicity_toolkit.html

IEEE “The Brand”

If IEEE is what you are selling...

- ▶ “IEEE Corporate Summary Presentation”
 - ▶ PPT on IEEE – Mission, History, Fast Facts, Major Activity Areas, Benefits to Society
- ▶ IEEE at a Glance
 - ▶ 1-page 2-sided flyer
- ▶ <https://www.ieee.org/about/toolkit/brand/index.html>

IEEE – Templates, Tools, Resources

*Popups – Portable Visibility for Events –
Region 6 Initiative: Get (two) 80” displays*

Additional Pull Up Banner Options-Editable

These print-ready and editable, high-resolution files can be used “as is” or can be adapted for use.

Future Theme



Print ready pull up banner
33x80"
(PDF, 6 MB)

Editable pull up banner
33x80" (PDF, 6 MB)

Members Theme



Print ready pull up banner
33x80"
(PDF, 2 MB)

Editable pull up banner
33x80" (PDF, 3 MB)

General Green Theme



Print ready pull up banner
33x80"
(PDF, 15 MB)

Editable pull up banner
33x80" (PDF, 9 MB)

General Blue Theme



Print ready pull up banner
33x80"
(PDF, 6 MB)

Editable pull up banner
33x80" (PDF, 6 MB)

The force behind
innovation.

The world's largest technical
professional organization dedicated
to advancing technology for the
benefit of humanity.

- Publications & Standards
- Membership & Collaboration
- Meetings & Networking
- Communities & Conferences
- Patents & Citations
- Local & Global



www.ieee.org
sites.ieee.org/clas



Locals Can Leverage Non-Local Traction

- ▶ IEEE Hot Topics. TABs 2017 New Challenges. ...? Look to partner.
- ▶ Lead don't lag.

Bigger groups have identified topics of high interest/relevance and have included them in their strategy – leverage work that they've done for your own local efforts.

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Evaluating Events for Publicity Potential



- ▶ Is my event newsworthy?
- ▶ Is it relevant to the general public?
- ▶ Who is your target audience?
- ▶ Can you tie in a local angle? (local member, IEEE Milestone event, etc.)
- ▶ Do you have the right spokesperson who can talk about IEEE?

What do you publicize? Local press wants local impact. Know their beat.

- ▶ Plan IEEE Day events – (October 4)
- ▶ Local awards ceremony for volunteerism
- ▶ Local awards ceremony with industry support
- ▶ Career Day at local high school
- ▶ Hosted guest speakers
- ▶ Community outreach activities supporting local schools or universities
- ▶ Humanitarian activities
- ▶ STEM, FIRST or Maker Faire activity

You Need a Spokesperson



Identify beforehand who you want to send media to ...

Who's Your Spokesperson? Make sure it's someone who

- ▶ Has reviewed and is ready to deliver planned key messages
- ▶ Is familiar with your activities and its local community contributions
- ▶ Has general understanding of the news media
- ▶ Is a Technical expert (if applicable)
- ▶ Knows Basic IEEE statistics

Maximizing News Means News or Press Release(s)

Don't Forget Online and Social Media – Go short and very short

- ▶ Yes, you need a press release. Essentially you need a “Media Kit” release
- ▶ If there is a Web page with additional information, be sure to include the URL.
- ▶ Post multiple shorter news item to your group’s Facebook and/or Twitter feeds or other local social media site so those interested in the event will receive the latest information.

IEEE Virtual Career & Talent Expo: Media Kit

Contents

ONE

- 2 Press Releases:
 - 50 Words
 - 200 Words
 - 600 Words

TWO

- 5 Social Media Campaign for Twitter, Facebook, and LinkedIn

THREE

- 7 2017 Calendar Dates

FOUR

- 8 Special Invite Email

FIVE

- 9 Website Page Announcement & Registration Link

SIX

- 10 Expo Photos

Create a Publicity Plan

Develop key messages



Designate a spokesperson for media inquiries



Prepare a list of reporters in your local area



Place activities into community calendars



Create a media alert and news release

What Does Success Look Like?

Last slide for a talk that is half as long! 11 more slides with help for you available.

- ▶ Two pieces of coverage = success
- ▶ Measurable, significant increase in “engagement” = success
- ▶ If you do this right, eventually the media will come to YOU! = success
- ▶ Social media is about activity and engagement with more audience that’s interested

Press Release – Method 1

Getting Coverage from Real Reporters

- ▶ Method 1: Get Professional to Write Yours
 - IEEE Press Release Request Form
 - (Part of Publicity Toolkit)
 - IEEE-USA -- Chris McManes is Media Relations Contact
 - Release by Relations Staff of a University or Corporate Partner
 - Your event needs to be of a scope that makes it worthwhile for this wide-area coverage

Press Release – Method 2

Writing Your Own Press Release

- ▶ 3-4 weeks in advance of the event is the time to submit your press release.
- ▶ Put your message in the body of an email. Work to keep main message to “one screen”.
 - Often reporters won’t open attachments.
- ▶ Be precise and clear
- ▶ Avoid using acronyms or organizational jargon.
 - *The IEEE community uses a lot of industry or IEEE-specific terms. Be sure to translate this information into relatable terms (YP and PACE are not those terms).*

Key Tip: No Unsolicited Attachments

Nobody Reads Attachments They Didn't Ask You to Send Them

- ▶ “Photo opportunity” events are ones where prominent people may be present, or the events are particularly visually intriguing.
- ▶ Nobody Reads Attachments They Didn't Ask You to Send Them
- ▶ For posting, Include a photo with caption identifying the people in the photos.
- ▶ Provide follow-up contact information, and media relations contacts

When You're Spokesperson: Have 3 Key Messages

- ▶ **Most important message first** – this is your headline
 - You may not have time for anything else
- ▶ **30 seconds or less** to capture
 - Primary
 - Secondary
 - Tertiary
- ▶ **Repeat** your messages often
 - Vary the order, examples, phrases
- ▶ **Be conversational.** Avoid technical jargon and big, abstract words
- ▶ Use additional time to **flesh out messages with supporting points and examples**

Get the News Out - Be Your own Reporter!

Submit Your Events Sections. People in the News Sections.

Dayton Daily News

Dayton, OH
 H: 79° L: 57°
Forecast | Set Location

75°
Feels Like: 80°

[Home](#) [Local News](#) [Sports](#) [Business](#) [Entertainment](#) [Life](#) [Opinion](#) [Photos & Video](#) [Help](#) [Jobs](#) [Cars](#) [Homes](#) [Classifieds & Deals](#) [Local Directory](#)

site web Web search by YAHOO!

- ▶ CLASSIFIEDS
- ▶ AUTOS
- ▶ REAL ESTATE
- ▶ JOBS
- ▶ SHOPPING

How to submit your event

Please include the following info for your event

- ▶ **The start date and time for your event.** Note: Recurring events can be entered by choosing "Advanced View" when selecting the date and then choose "+ Add to preview list" once you've chosen the correct dates.
- ▶ **End date and time (if applicable) for your event**
- ▶ **Location or venue for your event** (please include the correct address and zip code for the venue if it is a new venue).
- ▶ **Phone number:** This is the number for visitors to call for information.
- ▶ **Adding a complete description of your event will help make your listing more complete!**

Thank you!

»Click here to continue submitting your event!

Some things to note when submitting an event

Thank you for submitting your event! Submitted events will be reviewed and posted to all Cox Ohio Publishing Web sites* so you only have to submit them once!

Submitted events go into a queue to be manually approved and **do not appear online automatically**. Events scheduled far in advance may not appear in the events listings until a few weeks before the scheduled start date. Please allow an appropriate amount of time before re-submitting your event if it has not shown up.

If your event has not appeared online within one week from the date of entry, or within one week of the event date if submitted early, please re-submit your event or send an email to events@coxohio.com.

If you need to make a correction or change to your event once it has been submitted, you can do that by finding your event and editing it on the site. If you are unable to do so, please contact us by e-mailing events@coxohio.com or by calling (937) 225-0622. Please do not re-submit the event.

Photos



Champaign County Fair winners



2011 Champaign Co. Fair



News hounds (8/11/11)

Videos



Around 70 cats and dogs taken from anim... 02:08

Featured Videos

-  Around 70 cats and dogs taken f... 02:08
-  Women sets state skydiving record 01:06
-  WWII Vets fly on only operational... 03:36
-  Therapeutic riding at Dayton hors... 01:59
-  Prepping for the Dayton Horse S... 01:08

[More videos](#)

What is Meetup? Social Media for Meetings

- ▶ Kathleen Kramer first heard about it here at Southeastcon
- ▶ Online social networking portal for meetings based on topics: tech, career, pets, books, etc.
- ▶ Helps Members to find meetings. Helps Organizers to manage meetings & groups. Organizers post meetings, pics, docs, take polls
- ▶ Calendar accepts RSVP's for meetings. Can collect payments through WePay
- ▶ Members can sign up to meet up or just see what's meeting. Optional meeting notice to all members. Weekly summary of Meetups for each member
- ▶ Free to members. Organizers: Basic \$120-185/yr

IEEE San Diego Section and Meetup

- ▶ We wanted to increase outreach to non-IEEE techies. Goal: Grow members and increase meeting attendance
 - ▶ Compare other IEEE Sections: IEEE Long Island and others
<http://www.meetup.com/topics/ieee/all/>
- ▶ Founder used credit card to start. Founder 1st Member/pic on list, visible, Chair
- ▶ 4 join; Founder “elevates” them to Organizer.
- ▶ Chairs join; Organizers “elevate” them to “Event Host” so they can update Calendar
- ▶ Chairs invite IEEE/public members to join
- ▶ Chairs post meetings, Meetup members RSVP

Effective Social Media Campaigns

- Use Twitter wisely—get the facts out there and build excitement
- Post to LinkedIn sites - be highly connected or mention two interested, connected people in the update you want seen
- Post to Region Facebook site. It's the social media of choice for worldwide IEEE YPs. Tag the connected and interested.
- “Brewing Up the Best Social Media” **from IEEE YP**: <http://yp.ieee.org/our-social-media-game-is-on-point-how-about-yours/>

LinkedIn – Reach the Interested

AT&T 9:13 PM

Kathleen Kramer
Advancing technology for humanity on many fronts.
14 d

Kartik Kulkarni has a few words as departing chair for the IEEE SIGHT (Special Interest Group on Humanitarian Technology) in the latest SIGHT blog <http://sight.ieee.org>. I am pleased he's also agreed to join our 2017 IEEE Region 6 roster. 2017 SIGHT chair **Timothy Lee** is presenting on SIGHT with **Daniel Lottis** at the IEEE Region 6 meeting in Los Angeles on February 4 - we're hoping to inspire action across the (IEEE) west.

A Vision for SIGHT's Future: Parting Words from Kartik Kulkarni - IEEE SIGHT
sight.ieee.org

21 Likes

Like Comment Share

1,945 views of your post

Likes

[User avatars]

“Updates” on professional and technical related news and comments.

Facebook– Build on the Power of Personal Connections

 **Tushar Sharma** shared IEEE Region 6 Student and Young Professionals's live video.
January 4 at 10:51am · 🌐

Made in Space live talk from Rising Stars 2017, it's time to send robots, people out there and bring back economic value for Earth



326 Views

IEEE Region 6 Student and Young Professionals was live.
January 4 at 10:42am · 🌐

Made in Space CEO Andrew Rush addressing audience about the cool technologies and his vision of development and manufacturing in space.

• Made In Space
#ieeerisingstars

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Can dramatically (2700%) spread awareness. Pages and groups only work with well-connected people supporting.

Don't be invisible!

Follow the IEEE Region 6 rules for 2017:

1. Be Cool. Be Creative.
2. Use Your Superpowers for Good.
3. Don't Be Boring.