

NATIONAL
ACADEMIES

Sciences
Engineering
Medicine


Outreach & Communications

CAETS Communications Committee
Meeting | Oct 5, 2023

*Eileen Erickson, Director
NAE Office of Outreach & Communications*

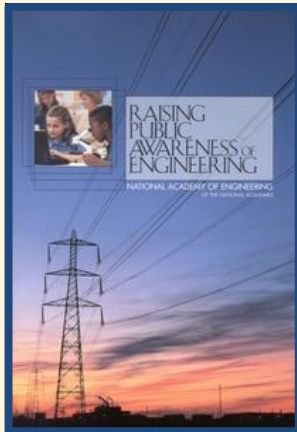


NATIONAL ACADEMY OF ENGINEERING®

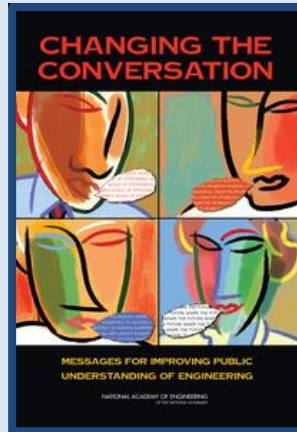
The background of the slide is a photograph of a highly ornate, domed ceiling. The ceiling features a complex pattern of geometric shapes, including triangles and squares, filled with intricate mosaics and frescoes. The colors are primarily gold, blue, and white. There are several circular medallions or frescoes scattered across the dome, some depicting figures or scenes. The overall appearance is that of a grand, historical architectural space, possibly a government building or a museum.

The mission of the *National Academy of Engineering* is to advance the welfare and prosperity of the nation by providing independent advice on matters involving engineering and technology, and by promoting a vibrant engineering profession and public appreciation of engineering.

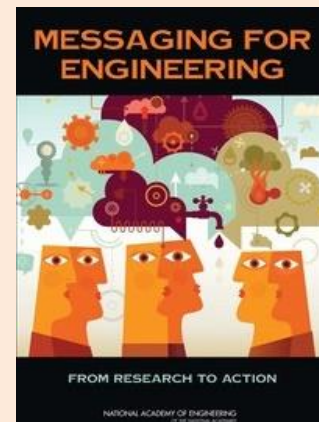
Research – NAE Studies



2002



2008

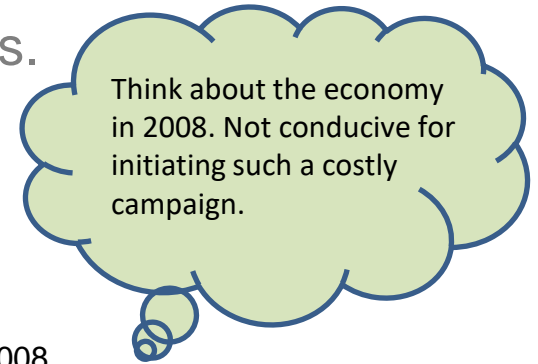


2013

WGBH Educational Foundation undertook two major projects, **EYL** and **Design Squad**, to put the recommendations from the CTC report into practice. [Engineering a Change in Perception](#), *The Bridge*, Summer 2011.

Challenge

“A campaign of the necessary size and duration to measurably improve the public understanding of engineering will require significant resources. Our consultants proposed a “conservative” price tag of \$12 million to \$25 million per year for two or three years. The committee believes that, although this may be enough to initiate a campaign, the long-term costs would be much higher.”



Published 2008

Updated Research – Messages Matter

Top Three (of 13 tested) Messages

Message 1:

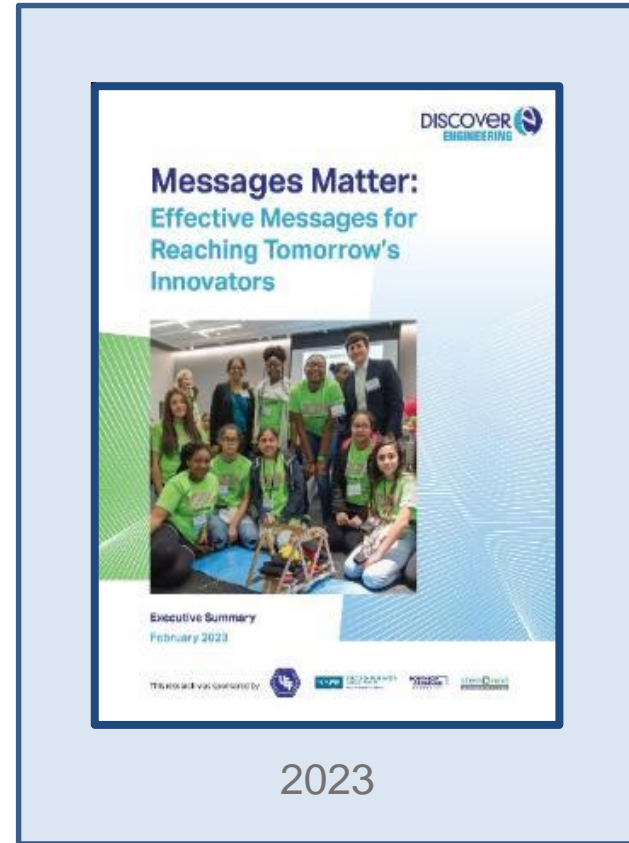
Engineering is a career that is open to everyone.

Message 2:

Engineering is a well-paid and prestigious field that sets students up for success.

Message 3:

Engineers can make a world of difference.



Increase Awareness PSA Campaign

NAE's Call to Action development campaign video was repurposed into :60, :30, :20, and :15-sec PSAs. The :60 and :30-sec clips were distributed nationwide May 1 to raise public awareness of engineering.

Main messages align with research findings:

- “Calling All Big Thinkers” -- Engineering is a career that is open to everyone
- Engineers can make a world of difference



See all on [NAE YouTube](#) page

Calling

PSA Results: States

2023 Airing Data
May 1-October 4

18 States

29 Markets

80 Stations

82 Average Airings per Stations

8,099 Total Airings

4,548,000 Impressions

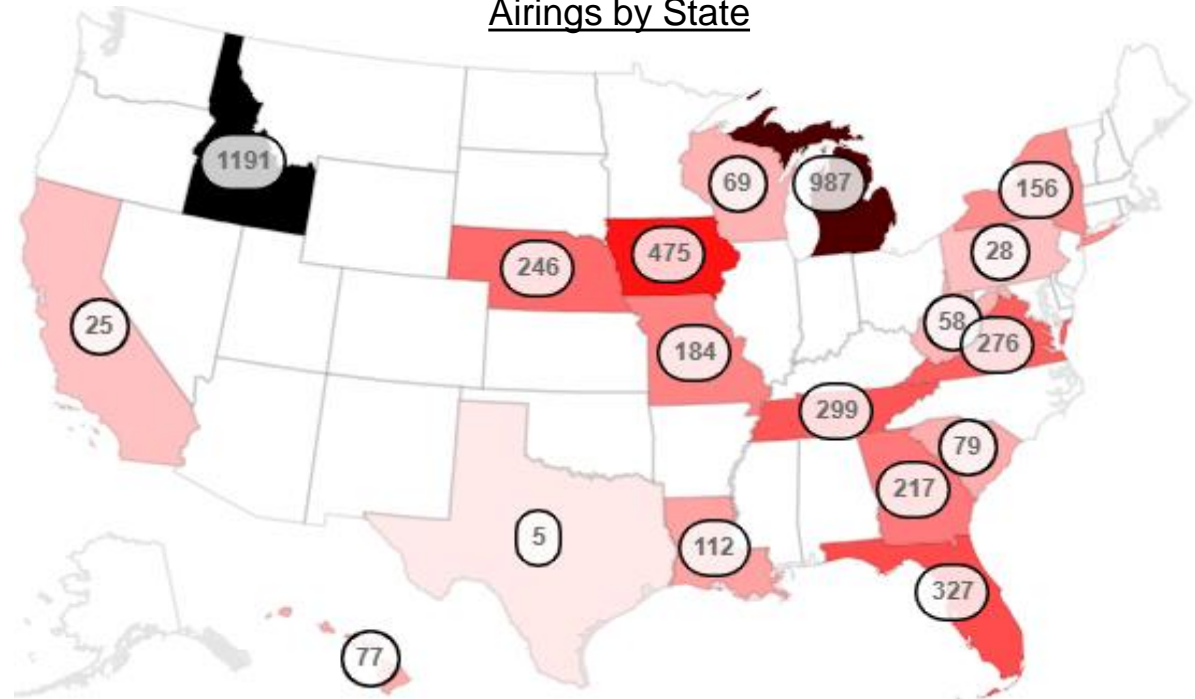
\$1,101,464

NAB Dollar Value*

\$5,398,098

Squad Dollar Value**

Airings by State




* NAB Dollar Value is based on an outdated estimation from the National Association of Broadcasters calculated at \$136 per airing

** The Squad Dollar Value "SQAD" is an estimation factoring in audience, market area, and time of day provided by Nielsen.

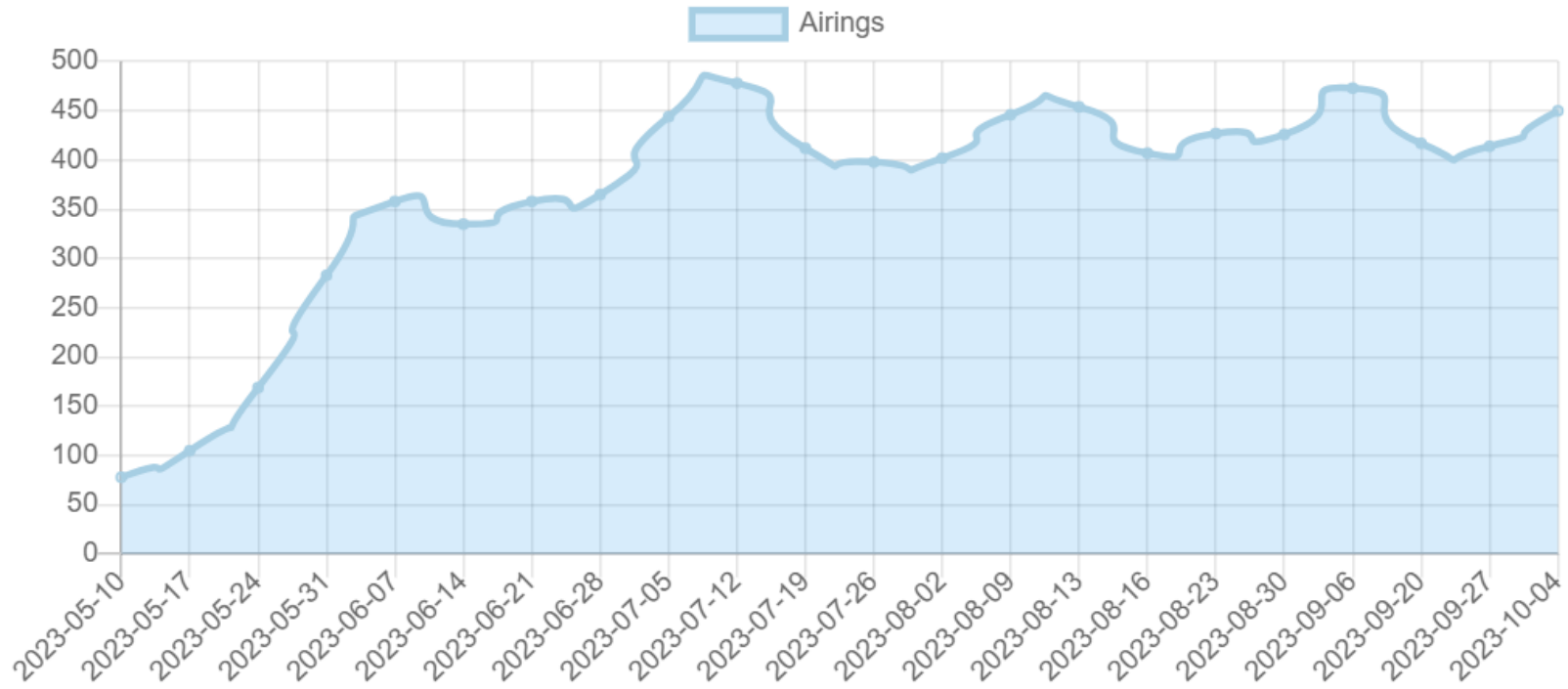
PSA Campaign – Airing Times

Dayparts	Markets	Stations	Airings
EM (5AM-9AM)	29	74	1822
DT (9AM-4PM)	27	65	1865
EF (4PM-8PM)	25	58	1127
PT (8PM-10PM)	20	38	484
LE (10PM-1AM)	24	62	1128
LN (1AM-5AM)	28	64	1673
Total	29	80	8099



65% of airings

PSA Airing Consistency



Increase Awareness of Engineering

NAE, in partnership with USC Viterbi School of Engineering, launched a weekly social media news series, “The Circuit,” to highlight stories of notable engineering research and innovations.

“The Circuit” is posted on Instagram, Facebook, Twitter, LinkedIn, TikTok and YouTube each Thursday morning.

See all at
<https://linktr.ee/thecircuitnews>



The Circuit

Weekly engineering news

USC Viterbi
School of Engineering



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Playlists on NAE YouTube

The screenshot displays the YouTube channel for the National Academy of Engineering. The channel name is "National Academy of Engineering" with the handle "@NationalAcademyofEngineering", 3.42K subscribers, and 649 videos. The channel description states it was founded in 1964 and is a private organization. The navigation menu includes Home, Videos, Live, Playlists, Community, Channels, and About. Two playlists are featured:

- Engineering: Calling All Big Thinkers** (Play all): This playlist contains five short clips:
 - 1:01 :60-sec | Calling All Big Thinkers
 - 0:31 :30-sec | Calling All Big Thinkers
 - 0:21 :20-sec | Calling All Big Thinkers
 - 0:21 :20-sec | Calling All Big Thinkers
 - 0:16 :15-sec | Calling All Big Thinkers
- The Circuit** (Play all): This playlist contains five longer videos:
 - 2:38 **Finding Lost Cities With LIDAR**: Engineering Archeology: Finding Lost Cities with... (203 views, 4 days ago)
 - 3:50 **Future of Healthcare**: Engineering Humans: how biomedical engineers are... (48 views, 11 days ago)
 - 2:36 **Harvesting electricity from thin air**: Engineering the Future: Reverse aging, Electricity... (158 views, 2 weeks ago)
 - 2:52 **one of the most engineered products in the world**: Screaming for Ice Cream: Engineering Your Favorite... (42 views, 3 weeks ago)
 - 3:17 **ENGINEERING SUSTAINABLE SOLUTIONS**: Ep. 16 | Engineering Sustainable Solutions: Futur... (83 views, 1 month ago)

National Academy of Engineering

...promoting a vibrant engineering profession
and public appreciation of engineering.

