

STATUS REPORT ON PUBLICITY AND PROMOTION

as of 15 November 2013

ACTIVITIES	STATUS/REMARKS
RADIO/TV INTERVIEW, GUESTINGS and PLUGS:	
<ul style="list-style-type: none"> • Radio/TV Guestings • Segments at Kabuhayang Swak na Swak (ABS-CBN) and Thumbs Up (Studio 23 and TFC) • Pre-NSTW Press Conference 	<ul style="list-style-type: none"> - 51 radio and 15 TV guestings (as of 20 July) - 18 July 2013, La Breza with SMGM and DOST beneficiaries (SETUP, SEI Scholars, TAPI Venture Financing) inc. PSHS international winners
COVERAGES and AVPs:	
<ul style="list-style-type: none"> • AVPs • Powerpoint Presentation • T Cards • Full Documentation/Photo and Video Coverage/Technical Set-up and Live Streaming 	<ul style="list-style-type: none"> - NSTW Thematic, NSTW Highlights - NAST Awards, SMGM Opening Remarks (?), etc - Opening Ceremonies, Climate Change, iSETUP Na!, Get Wired or Be Hired, etc. events - AV and hired technical team (c/o ASTI) will cover all the events including satellite events.
PROMOTIONAL MATERIALS:	
<ul style="list-style-type: none"> • GPA Poster (18" x 24") • GPA Poster (18" x 24") with PIZZA Hut • 10 ft x 3 ft Tarp • 4ft x 7ft Tarp • 4ft x 7ft Tarp • Flyering 	<ul style="list-style-type: none"> - Distributed to gov't agencies and universities - produced 200 copies to all Metro Manila Pizza Hut stores - Distributed to gov't agencies and universities - MMDA posted 30 tarps @ MMDA Pahayagan ng Bayan around MM - City Advertising posted to 100 sites around Makati, Pasay and QC - 5 promo girls distributed GPA flyers at SM MOA on 23 July
<ul style="list-style-type: none"> • Jeepney Toppers (toblerone advertisement) 	<ul style="list-style-type: none"> - 10 units (5 via Bic-Pasay and 5 via Bic-Alabang)
<ul style="list-style-type: none"> • LED Board Advertisement – along EDSA north bound 	<ul style="list-style-type: none"> - 1 unit (29ft x 19ft) 15-seconder teaser for LED Ad Board (160 spots/day) (10 days, 6 am – 10pm) (Guadalupe/Pasig River) - 1 unit at CCP Complex - 1 unit at Hi-Way 54 EDSA South Bound - 1 unit at Binondo - all MMDA LED Bulletin around Metro Manila
<ul style="list-style-type: none"> • NAIA Terminals 1-3 Arrival Area 	<ul style="list-style-type: none"> - Installed 3 standees and displayed 5,000 copies of GPA flyer
<ul style="list-style-type: none"> • Flag ceremonies and events attended 	<p>Asec. RELiboro: DA, DA-ATI, OP, OPV</p> <p>Dr. JCMontoya: DOH, DBM</p> <p>Dr. APCarandang: DDB and PDEA (combined flag ceremony), DOE, PCW, San Pablo City Government; inc. presentations at ERDT and SciDevNet/PPI</p>

SOUVENIR PROGRAM	
Souvenir Program	- Produced 500 copies
ONLINE	
NSTW Website Facebook Tweeter Science.ph	nstw.dost.gov.ph EXPO-Science-2013 #exposcience2013 articles and blog
NEWSPAPER SUPPLEMENTS, S&T POST, DOST DIGEST and RAPIDOST	
<ul style="list-style-type: none"> • Manila Bulletin • Philippine Star • Daily Inquirer • Business Mirror 	<ul style="list-style-type: none"> - full page 20 July - full page 22 July - full page 23 July - full page 23 July; with footer ads for five days
OTHERS:	
<ul style="list-style-type: none"> • Speeches, Messages and Scripts • Storyboards • VistaDOST • Special Events • Collaborated Events • Regional S&T Cluster Fairs • Smarty Stuffed Toy • Digital Life Congress and Exhibits 	<ul style="list-style-type: none"> - accomplished - 4 clusters completed (story, photos and texts) - centerpiece (outer, 28 panels) – completed (concept, pictorials & texts) - centerpiece (inner) – completed (concept and texts) - produced 1,000 copies - co-produced 11 events (Bamboo Live (17 July), Climate Change, iSETUP Na! Biz on the Web, STARBOOKS w/Britannica Launch, Start Up Forum, IT-BPM Career Talk, Smarter Living Advocacy, Agri/Aqua) - Opening Ceremonies, Gala Night, Closing Ceremonies - Photo and video coverage of four (4) RS&TCF - Produced 1,500 pcs. Distributed to several DOST events - Collaboration with TAPI for Smarter city exhibit; Photo video Coverage