

2015 NSTW Accomplishment Report

Committee on Promotions, Souvenir Program and Pre-Events

ACTIVITIES	IMPACT	EXPENDITURE vs BUDGET	NO. OF ATTENDEES	RECOMMENDATION FOR IMPROVEMENT/REMARKS
95 Print and Photo Releases (May – Aug)	<ul style="list-style-type: none"> Media mileage resulted in public awareness and recall on the event and highlights, and broader audience base via media publicity 		N/A	<ul style="list-style-type: none"> compel agency to submit stories of technologies to be featured.
Social Media Engagement (see next slide)	<ul style="list-style-type: none"> Generated appreciation and feedback on the local S&T developments, NSTW and DOST's Outcomes 		N/A	
Newspaper Supplements: 3 one-page ads + 1 half-page (Phil. Star, Manila Bulletin, PDI and Business Mirror)	<ul style="list-style-type: none"> Media mileage Created awareness and appreciation on the NSTW and DOST's Outcomes nationwide, on a segmented audience (per broadsheet audience type) 	P612,240.44	N/A	
S&T Post (5,000 copies)	<ul style="list-style-type: none"> Created awareness and appreciation on the local S&T developments, NSTW and DOST's Outcomes Media reference for NSTW features 	P232,500.00	N/A	
TV Live Coverage	<ul style="list-style-type: none"> Media mileage 	P237,440.00	N/A	
Thematic AVP (7 mins.)	<ul style="list-style-type: none"> Video support for Opening Ceremony 	P170,000.00	N/A	Early approval of NSTW Theme
Meetings with Desk Editors, Program Manager/Hosts, Bloggers	<ul style="list-style-type: none"> Established partnership/linkages Media mileage 	P27,200.00		
Press Conference	<ul style="list-style-type: none"> Media mileage 	P452,604.69	284	14 Pre-events conducted

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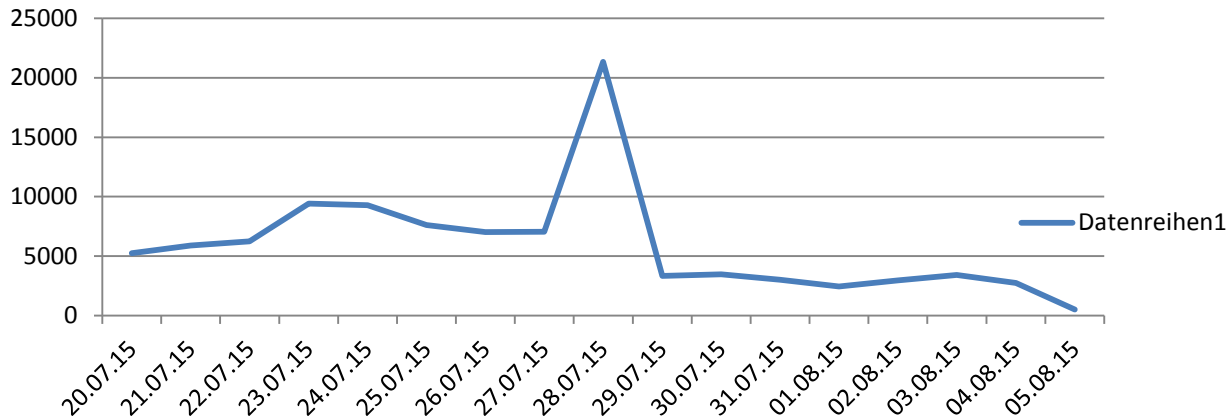
ACTIVITIES	IMPACT	EXPENDITURE vs BUDGET	NO. OF ATTENDEES	RECOMMENDATION FOR IMPROVEMENT
Drafted speeches, messages and letters	<ul style="list-style-type: none"> • Media publicity 		N/A	Early approval of NSTW Theme
Radio/TV Plugs	<ul style="list-style-type: none"> • Media mileage • Created awareness and appreciation on the NSTW and DOST's Outcomes nationwide 	P623,000.00	N/A	
Radio Interviews (Ride-on)	<ul style="list-style-type: none"> • Media mileage but no cost on the promotion • Utilized partnership w/media outfits 	Free		<ul style="list-style-type: none"> • availability of "Talking Heads" • availability of researchers and info officers for interviews
<ul style="list-style-type: none"> • Souvenir Program • NSTW GPA Flyer 	- Media reference for NSTW features	P26,550.00 P7,500.00	N/A	Observance of deadline for submission of materials
Science Journalism Writeshop	<ul style="list-style-type: none"> • Created awareness and appreciation on the importance of science journalism, especially in disaster preparedness stories • Created awareness on DOST-STII as training partner of the academe and journalist groups in science communication, resulting in one training request from Adamson University and another seminar request from Samar media group. 	P62,500.00	245 students journalists and school paper advisers	<ul style="list-style-type: none"> • Bigger venue for next NSTW event similar to the writeshop • More equipment to handle the outputs of the participants • Lengthier writeshop time (whole day) to give time for feedback and critique, and editing with comments by the resource persons • Regional hops to broaden participants base and school network
STARBOOKS Convention	<ul style="list-style-type: none"> • Increased request for installation 		644	
Promo Collaterals (Tshirt, Tokens, Tarps, Posters, Button pins, etc.)	<ul style="list-style-type: none"> • Publicity promo • Public recall of NSTW • Created awareness 	P259,308.00	N/A	<ul style="list-style-type: none"> • Early approval of NSTW Theme and Design.

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SOCIAL MEDIA ENGAGEMENTS				
Photo/Article	People reach	Actual views/clicks	Likes	Shares
PHOTO/IMAGE POSTS				
Road train with SMGM	858	56	38	1
Road train – three photos	1,700	253	67	
Road train with Cong. Abaya	2,000	320	51	
SETUP winners	355	12		
PTRI weaving	1,000	60	24	
Gerphil Flores (Opening)	1,800	1,600	71	13
Have you hugged Smarty?	2,200	98	22	11
A view to an eruption	3,100	363	76	13
NSTW PressCon	869	40		
PressCon2	1,500	57		
Twitter account info @nstw2015	1,400	37		
Hybrid Road Train media	342			
Charcoal briquetting demo	862	109		
ARTICLES				
Project ROGER	737	28	25	
Rejano's Bakery	1,800	68	20	
Repost: MoA's where the HERT is (GMA)	1,500	26		
Repost: Aquatic pests to pesos (PhilStar)	3,800	186	44	
DOST's free wi-fi to bridge digital divide	2,300	52	14	
DOST to feature digital, interactive exhibits	4,500	233	492	44
DOST's digital library gets int'l citation	1,200	40	286	
DOST rolls out road train	45,300	6,700	247	181
DOST to feature agri innovation	621	7		
How ICT breaks barriers for differently-abled	1,200	86		5
DOST's nanotech lab opens	696	30		

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Website Statistics



Number of Visits per Month

Month	Visit
April (16-30)	2038
May	8355
June	7129
July	138503
August (01-06)	12138

Number of Articles Posted

Month	Articles/Release Posted
April	18
May	21
June	20
July	34
August	8

Monitored Press Releases

Month	Print	Media Value	Online	Media Value
May			3	N/A
June	10	P212,238.00	59	N/A
July	111	P2,805,019.88	73	N/A
August	16	P854,668.27	54	N/A