

Northrop Grumman Foundation - Weightless Flights of Discovery

Challenge

In answering the call for increased investment in science, technology, engineering and math education (STEM), and helping fill the need for a qualified workforce to support the technology and science industries in the future, Northrop Grumman launched this first-of-its-kind program directed at science and math educators. The goal: to provide professional development and inspiration among teachers that would translate into more motivated students driven to pursue careers in these areas.

Strategy and Action

Conducted in 13 markets over two years, M. Silver Associates created and executed a PR campaign to drive awareness of the program and the STEM issue. From WFOD's launch at Kennedy Space Center, to teacher workshops, to the flights, the agency leveraged every phase to maximize media coverage. A key strategy was to allow press to fly alongside the teachers, and to ensure coverage for sponsor Northrop Grumman by "embedding" them into the story as flight participants and experts in the issue.

Results

746 placements were secured for both 2006/2007, yielding a combined reached of 106M impressions and an ad equivalency of nearly \$4 million. In '07, Northrop Grumman logged 8,600+ unique visitors to its WFOD website, and over 10,000 page views. Coverage included a 5-minute segment on the TODAY Show, features by USA TODAY, AP and Reuters, as well as CNN, MSNBC, CBS Early Show, Entertainment Tonight, Inside Edition, National Public Radio, and hundreds of newspapers and local stations nationwide.

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