

# IEEE Sections Congress Section/Chapter Activities Track



**Kathy Kowalenko**

**Communicating the IEEE Message**

**- Getting Coverage in *The Institute***



# What is *The Institute*?

*The Institute* is IEEE's newspaper for members and is the main vehicle for IEEE news, commentary and communication with its members.

*The Institute's* mission is to provide accurate usable and timely news and information that helps members develop their professional competencies.

# The Institute's Editorial Policy

Using high professional journalistic standards and keeping in mind a worldwide perspective, *The Institute* will:

1. Deliver unbiased news about IEEE activities
2. Communicate to members IEEE's direction, objectives, plans and results
3. Act as an open forum for discussion of technology issues, even if they are controversial
4. Present content that broadens technological exposure
5. Provide product and service information

# The Institute's Editorial Policy

6. Encourage members to take a broad perspective of IEEE and the profession
7. Promote the changing role of engineering to members
8. Raise awareness of IEEE
9. Promote membership in IEEE
10. Encourage members to become volunteers, become more engaged and participate in IEEE

# The Institute's Formats

- Quarterly print
- Monthly Online
- Twice monthly E-mail Alert

# Staff

- Editor: Kathy Kowalenko
- Assistant Editor: Anna Bogdanowicz
- Intern
- Freelance writers
- Office based in Piscataway, N.J.

# Regular Columns

- Feature stories
- News
- IEEE Around the World (news about regions and sections)
- Benefits
- Conferences
- Continuing Education
- Election Coverage
- Ethics
- Education
- Fellows

# Regular Columns

- History
- GOLD
- Member Profiles
- Member Recognitions
- News
- Obituaries
- President's Column
- Product and Services
- Standards
- Student Activities
- Women in Engineering

# Print Format

- Quarterly issue: March, June, September, and December
- Newspaper format, glossy paper and color
- Includes advertising
- Archived online as PDF and articles converted into HTML
- Stories usually run on one page

# Online Format

- Front Page broken into 3 areas: features, news, and upcoming conference
- Left-hand navigation bar lists regular columns
- Short feature stories (~600 words)
- Short news stories (~400 words)
- Limited graphics
- Includes advertising
- In process of being redesigned with more options such as podcasts, audio interviews, video, and interactive features. To be launched in 1st Quarter, 2009

# E-Mail Alert

- Notifies members when a new issue has been posted
- Sent out twice a month and includes brief descriptions of up to 12 stories from the issue, with links to the full article
- Also runs short notices seeking story participants as well as information about activities from other areas such as deadline reminders and upcoming events.

# How to Promote Your Activities

We're looking for news to report about your section such as:

- Student congress (recently featured Region 10 and Region 8 congresses)
- New program or initiative
- First time section has hosted an established event
- New conference
- Record-breaking attendance at an established conference (Spain's Industrial Control Seminar)
- Student branch activities (robotics competition, car races)

# How to Promote Your Activities

- Student ethics competitions
- Sections that are working with preuniversity students or female students to increase awareness of engineering and encourage them to consider studying the field
- Accreditation activities
- IEEE History Milestone events
- Section Anniversaries (Ft. Wayne, Indiana, celebrates 100th anniversary)
- Humanitarian projects

# How to Promote Your Activities

- Members with interesting hobbies such as ballroom dancing, restoring cars, building model trains, acting in plays. (Part-time Passions)
- Members who have interesting or unusual jobs (Profiles)
- New technology that you might be working on (that can be reported on). These might include robotics, gaming systems, and renewable energy
- Issues that concern you about the profession or IEEE

# How to Promote Your Activities

- Members who've received recognition from another organization (Member Recognitions)
- Members who have died (In Memoriam)
- Philanthropic activities such as donating money to a museum, exhibit, student project, or school project