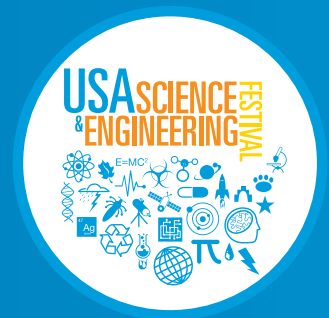


2016

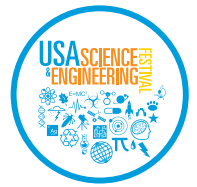
# MEDIA HIGHLIGHTS ADDENDUM











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## DISTRIBUTION CHANNELS

LOCKHEED MARTIN



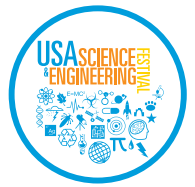
CHANNEL	IMPRESSIONS/VIEWS
 <b>Twitter</b> 13,600 followers	<b>278 M*</b>
 <b>Facebook</b> 105,000 followers	<b>15 M</b>
 <b>Instagram</b> 500 Followers	<b>2.2 M*</b>
 <b>USAScienceFestival.org</b>	<b>1.5 M*</b>
 <b>YouTube</b> 715 Followers	<b>100 K</b>
 <b>Google +</b> 525 Followers	<b>442 K</b>
 <b>Email List</b> 135,000 Subscribers	<b>135 K</b>
 <b>Blog</b>	<b>60 K</b>
 <b>Pinterest</b> 1,100	<b>55 K</b>
 <b>LinkedIn</b> 1,600 Followers	<b>20 K</b>
<b>TOTAL 4TH FEST IMPRESSIONS</b>	<b>~305 M</b>

\*Stats for April 1-30, 2016



# TWITTER STATS - APRIL 2016

@USAScienceFest



## 278.4 M

IMPRESSIONS

## 9.3 M

IMPRESSIONS/DAY

## 19.5 K






TWEETS

## #SciFest

## 191.5 M

IMPRESSIONS

### TOP CONTRIBUTORS

1		<b>NASA</b>	79.4 M impressions
2		<b>wilw</b>	33.3 M impressions
3		<b>NSF</b>	31.8 M impressions
4		<b>sciam</b>	6.8 M impressions
5		<b>USAScienceFest</b>	4.8 M impressions

### TOP TWEETS



NASA @NASA

Apr 16, 2016

In the DC area this weekend? Come find us at the @USAScienceFest! Details here: [go.nasa.gov/1S0QIFa](http://go.nasa.gov/1S0QIFa)



16.5M

15.9M 255 12



Jessica Meir @Astro\_Jessica

Apr 15, 2016

Don't miss @Astro\_Jeff live from @Space\_Station @USAScienceFest. Tweet questions to #askNASA & #SciFest!



16.1M

6,768 121 17



Wil Wheaton @wilw

Apr 13, 2016

A paragraph for my talk at @USAScienceFest this weekend just turned into 5000 words. I may have to do some editing.

3.3M

3M 8 36



Stan Lee @TheRealStanLee

Apr 9, 2016

In DC? Come see the @NSF #GenNano awards show at the @USAScienceFest main stage, April 17, 10:30

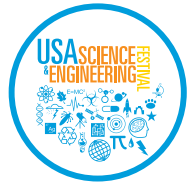
3.2M

2.3M 84 10



# INSTAGRAM STATS - APRIL 2016

#SciFest



## 2.2 M

IMPRESSIONS

## 77,931 K

IMPRESSIONS/DAY

## 5,429 K

LIKES ON TOP POST

# #SciFest

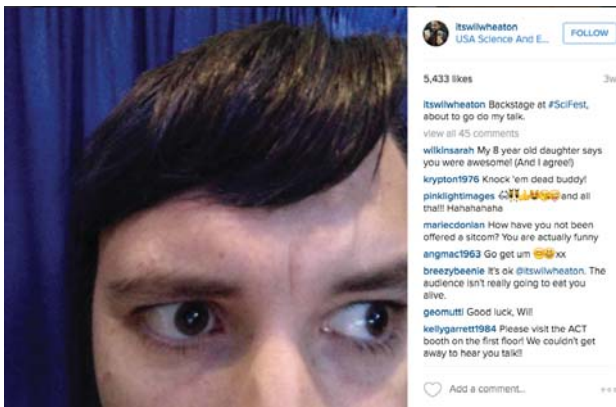
## 37.5 K

LIKES

### TOP CONTRIBUTORS

1	<b>itswilwheaton</b>	328 K impressions
2	<b>nbcwashington</b>	117 K impressions
3	<b>lockheedmartin</b>	88 K impressions

### TOP POSTS



**15 M**  
IMPRESSIONS

**105 K**  
FANS

**500 K**  
ORGANIC REACH  
OF FESTIVAL VIDEOS

APRIL 2016 TOP VIDEOS

REACH

1 **Dancing Robots**

75 K fans



[VIEW VIDEO >](#)

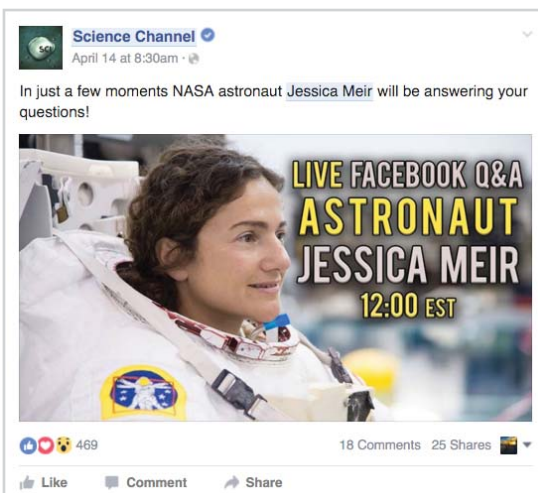
2 **Festo Aqua Jelly**

70 K fans



[VIEW VIDEO >](#)

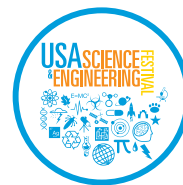
APRIL 2016 NOTABLE POSTS



The Science Channel hosted a Facebook Live with Festival Speaker and NASA Astronaut Dr. Jessica Meir with nearly **1 million views** and a reach of over **5.3 million people!**



We posted 10 Day Countdown Images on Facebook highlighting just a few of the STEM Careers students could explore at the Festival.



5 Billion

Potential impressions from press on USA Science Engineering Festival related news

TELEVISION MEDIA PARTNER NBC4

IMPRESSIONS

On-air commercials and interviews

9 M



VIEW COMMERCIAL >

NBC4 NOTABLE MOMENTS



NBC4's Viewpoint with NBC4's Pat Lawson Muse, Lockheed Martin's Stephanie Hill, Techbridge's Meeta Sharma-Holt and the Festival's Marc Schulman VIEW INTERVIEW >



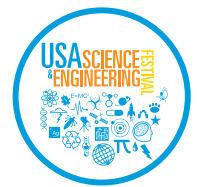
NBC4 Meteorologist Veronica Johnson at the X-STEM Symposium



VIEW INTERVIEW >

NBC4 Doug Kammerer Chief Meteorologist interviewing Wil Wheaton live at the Festival





50 Million

People reached with Festival editorials, advertisements, eblasts and social media posts

NOTABLE MOMENTS



Festival Speaker NASA Astronaut Jessica Meir on WUSA Great Day Washington [VIEW INTERVIEW >](#)



Example of Festival Full Page advertisement that was featured prominently in large media partner publications such as Parents and American Scientist Magazine



Festival Speaker 18-year-old Inventor Ann Makosinski on ABC7 WJLA's Let's Talk Live [VIEW INTERVIEW >](#)



U.S. News Q&A: STEM Career Advice from NASA's Chief Scientist [READ Q & A >](#)





365k+ attendees

