



Outreach and Promotion Toolkit

Included in this packet:

Ready, set...REACH OUT!	2
PLANNING FOR STRONG OUTREACH	5
PARTNERING FOR <i>Make:</i> OUTREACH.....	8
PROMOTING YOUR OUTREACH	9
THE <i>Make:</i> PROMO PACK	9

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Ready, set...REACH OUT!

Work within your group and/or with partner organizations to share *Make:* with your community. Here are some ideas to get your audience thinking, creating, recycling, upcycling, and just *making*.

SCREENING EVENT/MINI-MAKER'S FAIRE

Public television stations and local community organizations could combine forces to screen an episode or a series of episodes, either at the station or at partner facilities, and hold a concurrent Mini-Maker's Faire. This event could be "closed," including only employees, board members, clients, and other stakeholders in each organization, as well as their families. Better yet, the event could be highly promoted and open to the public. While this "all-comers" concept is more time and resource-consuming, it would definitely generate enthusiasm about *Make:* and the Maker movement, as well as raise community awareness about your organization, your local public television station and/or your partner organizations.

Depending on your venue's resources and your targeted audience, consider any or all of these activities for your event:

- Viewing a *Make:* episode, followed by a short panel discussion about the Make movement. Panelists could include local Makers, educators, artists, inventors, community education professionals, museum representatives, etc.
- Holding a tandem Mini-Maker Faire by inviting appropriate community partner groups and individuals who may wish to showcase their projects during the event.
- Holding a Mini-Maker's Workshop, where materials and basic instruction for a simple project are available.
- Meet-and-greet with a local Maker, such as an inventor, engineer, artist, or other creative community member who can demonstrate the "public face" of Making and inspire others.

Press coverage could be sought for your initiative, but is more likely to be gained as an announcement advertising the event (if it is open to the public), rather than actual coverage of the event.

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Make: HITS THE STREETS

A similar screening event/mini-Maker’s Faire could be held at a “Make-inspired” venue, such as a local school, university or college, museum or community center. Try to partner with activity coordinators at such facilities, helping to lead discussion, encourage participation, and capture the attention of the “ready-made” audience these locations offer.

Make: LECTURE SERIES

This event involves pairing a lecture with a screening of a *Make:* episode, and sharing knowledge about inventing, engineering, art, or other Make-related topic with the community. Guest lecturers might include Makers, professors, scientists, engineers, artists, or other local creative experts. It could be held at the public television station, or you could work with a community organization to hold it at a venue like a museum, school or university, community center, library, art or hobbyist club.

Make: PROGRAM CLUB

Many public television stations run a “Program Club,” most of which work like book clubs but use public television shows (instead of books) as content. An outreach professional or a local Maker could offer a tailored presentation to this group, many of whom are already actively engaged creative activities within their communities. The leader of the session could underscore how *Make:* offers the inspiration and instruction required to participate in creative activities, and could encourage Program Club members to share the show within the community. You could also start your own *Make:* Program Club by inviting over a group of friends and Makers and tuning in to watch and make the projects on the show!

Make: MENTORING CLUB

A strong component of *Make:*’s message is the celebration of hands-on ingenuity and creativity for all. So why not reach out to the youngest Makers in your community, enabling and inspiring them to create, explore, and *make*? One way to achieve this engagement is through mentoring younger people. Many children’s programs, from after school clubs to community centers, are in need of positive mentoring and provide an eager audience. You can look into partnering with your local YMCA, Boys and Girls Clubs of America, scouting groups, schools, or childcare centers to use *Make:* resources like in the Project Pack to help children join the Maker movement.

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***Make:* CORPORATE OUTREACH**

Presenting information on the audience's "home turf" is often a more effective way of reaching and engaging community members. These *Make:*-inspired activities could reach out to local corporations and businesses that might have a high "Maker potential," such as engineering firms, university science or art departments, software developers, etc.:

- ❖ **Brown Bag *Make:*.** Team up with Employee Development specialists at local corporations to host an informational and inspirational "brown bag" session on *Make:* and its message of technology-based creativity. This session might include a screening of a *Make:* segment or two, and a brief presentation about local opportunities gather with like-minded Makers.
- ❖ **Makers at Work.** Use a company's best resource: its people. Offer opportunities for employees to gather at lunchtime and form their own *Make:* group. You could kick off the session with a *Make:* segment or episode, and follow up with an in-house Maker showing off his or her latest project. You could hold a question and answer period, and offer time for fellow Makers to advise, debate, and inspire one another. Perhaps the initial meeting would require an "outside Maker," just to demonstrate the *Make:* concept to a group that might be largely unfamiliar with it. But at subsequent meetings, "keeping it in the family" might build a more consistent network and longer-lasting environment for ingenuity and creativity within the workplace.

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PLANNING FOR STRONG OUTREACH

Behind all great outreach is thoughtful planning. So as you begin creating your *Make*: outreach initiative, count on these steps to success:

GATHER THE TROOPS.

Organize your team. Whether you're working with a community partner, public television station or keeping your initiative strictly self-motivated, consider these key questions:

- ❖ What is the purpose of this initiative? What do you hope to accomplish?
- ❖ Who do you want to participate in this program? How can you best reach them?
- ❖ Knowing your purpose and audience, what activities or resources will really excite and engage your participants?
- ❖ What realistic and practical concerns must you address, such as space, location, resources, or approvals?
- ❖ What human resources do you have? What kind of staffing (both volunteer and paid) is required to initiate and sustain your event or initiative?
- ❖ How will you promote your activity to maximize participation?

IDENTIFY YOUR ACTIVITY

Maybe you'll throw a *Make*: screening at a public television station. Maybe you'll partner with the engineering department at a local university to hold a Mini-Maker Faire. Whatever you choose, decide which ideas will best work with your audience, available space, staff, and other practical considerations. And remember the golden event planning rule: location, location, location! Choose a spot that will accommodate your target audience. See the event through your participants' eyes, including public transportation options, parking facilities, and even easily navigable walkways, when you select your location.

PONDER PROMOTION.

Design your promotional campaign to help you share the good news about your *Make*: outreach programming!

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- ❖ **Invite, invite, invite.** Encourage your audience to participate in your initiative via email, newsletters, announcements at gatherings, or even your station’s air time.
- ❖ **Don’t go it alone:** Recruit appropriate community groups (e.g. science museums, hobbyist clubs, professional associations, etc.) to encourage participation amongst the audiences they serve, and to help you publicize your *Make:* initiative.
- ❖ **Select a “mouthpiece.”** You, your station’s general manager, your partner’s CEO, or a local celebrity can lend visibility and extend your reach. Ask your selected champion to personally invite creative, hands-on people to your *Make:* initiative.

STICK TO YOUR SCHEDULE.

Assign a Chief Taskmaster to offer vision, organization, and encouragement. Some key tasks include:

- ❖ Develop a timeline to avoid a “domino effect” disaster (e.g. if certain tasks aren’t completed, others cannot be started, and your team will end up scrambling to achieve your objectives). Review milestones along the way, making sure that you’re hitting important deadlines.
- ❖ Clearly assign team members specific roles, so you know who is doing what.
- ❖ Nail the logistical basics right as soon as you can: gather all supplies, secure approval for your location, and recruit enough volunteers to help you make your initiative a smash success.

SOLICIT SOME SWAG.

Request donations for prizes, refreshments, pro-bono performances and other goodies from local businesses and services. You might consider offering them signage at your event, on-air underwriting credit, or other recognition.

TRACK, PARTICIPATE, and CELEBRATE.

- ❖ **Track:** Collect information about your initiative. How many people participated? What were their perceptions of your outreach project? What successes did you enjoy, and how can you duplicate them in your next initiative? Conversely, what obstacles did you face, and how can you avoid

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them next time? Gathering and analyzing this data will streamline your planning for upcoming events and may entice future funders.

- ❖ **Participate:** “Walk the talk” by actively taking part in the event or initiative. It’s inspirational for your participants to see the outreach partners joining in and enjoying their own program! Invite station employees, members, your partner organization’s staff, and related others to attend and enjoy any event or initiative, whether it’s onsite or in the community.
- ❖ **Celebrate:** Pat yourselves on the back a little! Recognize meeting your goals with a simple celebration, featuring a cake or just a sincere thank you for all team members. Consider asking a retailer or service in your community to donate small gifts to distribute to your team to show your appreciation. Remember that sincere gratitude goes a long way toward assembling a team for your next outreach initiative.

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PARTNERING FOR *Make*: OUTREACH

Strong partnerships make for great outreach. Jumping onboard an existing station, workplace, community activity, or inviting other organizations to join your initiative will only extend and excite your target audience.

Scan your community for partner opportunities with groups already focused on engineering, science, art, mentoring or inventing, or get in touch with organizations you've collaborated with in the past.

Examples of great groups include:

- ❖ American Association of Engineering Societies
- ❖ American Society for Engineering Education
- ❖ National Academy of Engineering
- ❖ National Society of Professional Engineers
- ❖ American Indian Science and Engineering Society
- ❖ Chinese Institute of Engineers USA
- ❖ National Society of Black Engineers
- ❖ Society of Hispanic Professional Engineers
- ❖ Society of Mexican American Engineers and Scientists
- ❖ Society of Women Engineers
- ❖ Vietnamese Association for Computing, Engineering Technology and Science
- ❖ Inventorprise
- ❖ InventNET
- ❖ National Collegiate Inventors and Innovators Alliance (NCIIA)
- ❖ National Congress of Inventor Organizations

Additional partner resources include:

Schools
Museums
Community colleges or universities

Community centers or YMCAs
Major employers
Local retailers

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PROMOTING YOUR OUTREACH

There's no single right way to fire up potential Makers; this is definitely a creative, communicative audience! But here are a few quick tips on sharing the word about your *Make:* initiative, whatever it might be.

THE *Make:* PROMO PACK

A wide variety of promotional materials are available for you to tailor with your event details. They follow this page.

- ❖ Press release template
- ❖ "What is *Make:?*" blurb (for Web sites and newsletters)
- ❖ Episode descriptions
- ❖ Production staff biographies
- ❖ Fact Sheet
- ❖ Twin Cities Public Television and Geek Squad logos
- ❖ About *Make* magazine

GET WIRED.

Take advantage of existing electronic communication vehicles. Ask potential participants to include an announcement in their groups' e-newsletter or offer the information on their Web site.

TAP INTO PAPER POWER.

We know: the trend is to go paperless. However, how many people haul their laptops everywhere? Sometimes you just have to honor the power of the pamphlet (and make sure the paper is recyclable!). Distribute fliers to members of your target audience. Use "passive promotions" like colorful posters in places your target audience convenes. Stuff an informational flier in a paycheck envelope, or include an announcement in a paper-based newsletter.

KNOW THAT WORD OF MOUTH STILL WOWS 'EM.

Remember that talk ain't cheap: simply asking invitees or partners to spread the news about your event or initiative can have priceless results! Tell them to mention a Web site where potential participants can get more information (and then make sure that site is updated; we suggest using your station's Web site or creating a simple Web page to publicize your initiative). Ask to be included in any regular oral announcements. Then reward the biggest blabbermouths by offering a small prize (like a restaurant gift certificate or a gift card to a great hardware or techie store) to the partner, department, team, or group who encourages the most people to participate in the event.

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What is *Make*?:

PARAGRAPH

Make: is the DIY series for a new generation! It celebrates “Makers” – the inventors, artists, geeks and just plain everyday folks who mix new and old technology to create new-fangled marvels. The series encourages everyone to invent, revent, recycle, upcycle, and act up. Based on the popular *Make* magazine, each half-hour episode inspires millions to think, create, and, well, *make*.

Make: premiered nationwide on Public Television stations and online at www.makezine.tv in January 2009.

SENTENCE

Make: taps into the new DIY movement, inciting millions to invent, revent, recycle, upcycle, and act up.

TAGLINE

Make: Invent, revent, upcycle, act up!

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Episode Descriptions

Episode 101: Bicycle Rodeo

We meet Cyclecide, an inventive band of performance artists who build outrageous bicycle contraptions straight out of the dump. In the Maker Workshop segment John Park hacks an old VCR to build an automated cat feeder. William Gurstelle demonstrates the "Nibbler" tool for shaping metal and Maker Channel contributors showcase their talents through scream machines, laser harps, cupcake cars and a sly method for remotely shutting off annoying TV screens in public.

Episode 102: Aerial Kite Photography

Maker Chris Benton takes spectacular aerial photographs by rigging remote-controlled cameras to high flying kites. John Park builds a Burrito Blaster in the Maker Workshop and Mister Jalopy shows off his giant iPod. The Maker Channel features vegetable flutes, cool remote control robots, a latte foam printer and a simple technique to mod your vehicle to make it look 'official' for parking in loading zones.

Episode 103: Steampunk

We enter the alternative universe of Jake Von Slatt, one of the central figures of Steampunk, an innovative style that turns today's technology into Victorian works of art. In the Maker Workshop, John Park shows us how to build a remote control pole camera for taking stunning aerial photographs. Cy Tymony demonstrates some sneaky uses for magnets and the Maker Channel presents a Theremin orchestra, a smoke ring generator, a pulse-jet bike, and a clever video-hacking way to drink beer on C-SPAN.

Episode 104: Fire Sculpture

We meet the Flaming Lotus Girls at the Box Shop, a women-centric maker collaborative that creates gargantuan, fire-breathing sculptures. In the Workshop, John Park shows how to make a digital TV antenna from wire coat hangers as well as a video camera stabilizer. William Gurstelle explores the world of cable ties while Maker Channel contributors show off a motorized lounge chair, an eye-popping I/O brush, a wearable massage video game vest and a giant match made from thousands of match heads.

Episode 105: Kinetic Wave Sculptures

Visionary maker Reuben Margolin creates elegant and hypnotic hanging wave sculptures. In the Maker Workshop John Park upcycles a discarded shopping cart into a stylish easy chair. Mister Jalopy details the unsung wonders of his 1950 Studebaker. The Maker Channel segment features a treadmill bike, a remote controlled foot stool, an aluminum sword foundry made by two 14 year olds, and a super hot beam that uses the Fresnel lens from a television to melt a security lock.

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Episode 106: Music Machines

We enter the plugged-in world of Tim Kaiser, a maker who fashions experimental musical instruments from scavenged objects. In the Workshop John Park builds a portable trebuchet from plastic plumbing pipe. Circuit bender, Bianca Pettis demystifies the art of soldering and Maker Channel contributors present a Smash Bat that takes moment-of-impact photos, a drum synthesizer played with Skittles, a pedal-powered tennis ball launcher, and an evil mouse that causes the cursor to misbehave whenever touched.

Episode 107: Urban Projections

We bike along with Ali Momeni and his fleet of mobile video projectors that transform public spaces into real-time sound and light shows on a massive scale. In the Workshop, John Park combines a treadmill motor and PVC pipe to build a wind generator. William Gurstelle shows us some devices that make it easy to release heavy loads, and the Maker Channel presents creations from around the country including a balloon organ, ball-fetching autonomous robot, and a lie-detector wristband.

Episode 108: Watershed Sculptures

We journey upstream with environmentalist Dan McCormick, a maker who crafts intricate watershed sculptures out of woven willow. In the Workshop, John Park shows how to build lively and inexpensive miniature robots. Mister Jalopy reveals the hidden treasures of his "Compact Childhood Museum." The Maker Channel segment features French fries shot from a spud gun, freeline skates that ride like a skateboard, an Asteroids game wrist watch, and a motorized wheel chair that shoots flames.

Episode 109: Computer Music Making

We meet CCRMA, a group of musical makers who stretch the sonic boundaries by turning personal computers into an electronic symphony. In the Workshop, John Park hacks a Wii controller to measure the stomach-churning forces of roller coasters. William Gurstelle demonstrates the use of a Japanese saw and Maker Channel contributors show off a Tesla coil electric guitar, a hand-implanted RFID for accessing security locks, an LED fan sign, and a solar-powered land gondola.

Episode 110: Wearable Technology

Maker/designer Syuzi Pakhchyan at SparkLab bridges high tech and fashion with her space age clothing explorations. In the Workshop, John Park shows how to build a guitar out of a cigar box. Mister Jalopy explains the value of open source engineering when he opens up his Camaro's cassette player. The Maker Channel features a sunlight poem, a pedal-powered smoothie blender, a beautifully handmade Theremin instrument, a clock-hacked time-lapse camera, and a cellphone jammer.

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Participant Biographies

John Park

John Park, **Make:**'s Maker Workshop Presenter, is a 3D animation character rigger, writer, educator, maker, proud father and husband. Originally from New York state, now living in Los Angeles, John loves performing, hacking, and taking things apart. He's also fond of robots, beatboxing, and espresso. John received his bachelor's degree in Drama from the University of Virginia. He now realizes that studying acting and building props prepared him well to host of the Maker Workshop segment of **Make:**. He has worked in computer graphics since 1994 in the video game, visual effects, and feature animation industries. He is currently a Character Technical Director at Walt Disney Animation Studios. John is a regular contributor to *Make* magazine and blogs at jpixl.net.

William Gurstelle

William Gurstelle, Project Producer for **Make:**, is a bestselling author and inveterate tinkerer whose work captures the fun and excitement that permeates the world of personal science and technology. As a presenter, he colorfully describes the creativity, innovation, and camaraderie that transform plain science into radical, technological self-expression. William graduated from the University of Wisconsin's College of Engineering and holds a graduate degree in business from the University of Minnesota. He has 25 years of technology and industry experience, and his work has been covered by *The New York Times*, *USA Today*, *Science News*, *National Public Radio*, and many others.

Mister Jalopy

Mister Jalopy, Maker to Maker contributor for **Make:**, has a motto: If it is broke, *do* fix it. And he does just that, repairing everything from old clocks and radios to broken bicycles to the rusted-out carcasses of the old automobiles from which he takes his name. This DIY guru is a pioneer and leader in the Maker movement, appearing in *Make* magazine and on its popular web site. In addition to repairs, he also creates new inventions out of old products, such as a tricycle-mounted film projector and an iPod-modified vinyl record player. Mister Jalopy, who declines to offer his real name, is a retired music executive who admits that he got out of the music business because he "preferred staying at home and making cool stuff."

Richard Hudson

Richard Hudson, Executive Producer of **Make:**, is the Director of Science Production at **tpt** National Productions, where he oversees both adult and children's science programs, including the long-running children's science series *DragonflyTV*, recent winner of two Daytime Emmy awards. Other executive producing credits for PBS include the Emmy-winning family science series *Newton's Apple* and the NOVA specials *Flood!*, *Dying to be Thin* and *Absolute Zero*. In addition to **Make:**, Richard is Executive Producing new projects for 2009 and 2010: A NOVA on the history of the telescope, *The Quest to See Infinity*, and a new children's science series, *SciGirls*.

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Fact Sheet

SHOW DESCRIPTION

Make: is the DIY series for a new generation! It celebrates “Makers” – the inventors, artists, geeks and just plain everyday folks who mix new and old technology to create new-fangled marvels. The series encourages everyone to invent, revent, recycle, upcycle, and act up. Based on the popular *Make* magazine, each half-hour episode inspires millions to think, create, and, well, *make*.

Make: premiered nationwide on Public Television stations and online at makezine.tv in January 2009.

AIRDATE

Feed date is January 3, 2009

PROGRAMS

10 half-hour episodes

SPONSOR

Major funding is provided by Geek Squad.

CONTACTS

Mark Ballard, The Rosen Group, 212.255.8455 ext. 225 or mark@rosengrouppr.com.
Heidi Van Heel, Twin Cities Public Television, 651.229.1436 or hvanheel@tpt.org.

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Logos & Images

High resolution versions of these logos, along with additional photos from the series are available at www.tpt.org/make/press and should be used on all materials. Contact Heidi Van Heel at hvanheel@tpt.org with questions or concerns.

Make: Logo



Make: Funder

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About Make Magazine



Make magazine is the first magazine devoted entirely to Do-It-Yourself (DIY) technology projects. *Make* magazine unites, inspires, informs, and entertains a growing community of resourceful people who undertake amazing projects in their backyards, basements, and garages.

Makezine.com, the award-winning website, is the companion site to *Make* magazine. Hosted by Phil Torrone, Makezine.com gets more than three million unique visitors per month. Makezine.com is the leader of DIY websites, bringing new content to the *Make* community daily with its devoutly followed blog and weekly video podcasts.

Make magazine is published by Maker Media, a division of O'Reilly Media, Inc. Maker Media also publishes CRAFT Magazine (craftzine.com), the first project-based magazine dedicated to the modern craft renaissance and the imaginative people who are transforming traditional crafts; publishes popular DIY book series including Hacks, DIY Science, *Make* Projects, and *Craft* Projects; and distributes top-quality DIY kits and books from around the planet at the Maker Shed (makershed.com).

Maker Media also produces the annual Maker Faire (makerfaire.com), a two-day, family-friendly event that celebrates the DIY mindset. It's for creative, resourceful people of all ages and backgrounds who like to tinker and love to make things.

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