

## **MATE ROV Competition Media Relations Guidelines**

Here are some general guidelines for working with the media. for working with the media. They are specific to the international competition, but can be easily modified for regional events.

1. You should begin your media effort about 4-5 weeks before the international competition (which is from June 21 – 23, 2018).
2. Write a press release highlighting your company's involvement in the upcoming MATE competition. If you participated in a regional, feel free to talk about it and how you performed. It doesn't have to be more than 1-1 ½ pages, double-spaced. Be creative.
3. Develop a list of community news media contacts, including newspapers, magazines, radio stations with public service announcements and local news, television news programs, and local online news reports or blogs. If your town is small and doesn't have any media outlets, reach out to those in the city or large town that's closest to you.
4. Try to find the name and email address of a reporter who covers education or technology—they're the ones that will be most interested in your story. You can often find this information online, or you may have to call the media outlet and speak with a receptionist to find out who the most appropriate contact is and how to reach them. Usually, email is the best way to contact a reporter.
5. Become familiar with the news outlets and the reporter that you're going to "pitch" your story to. For example, learn if they've written about your school before, or what kinds of news stories they tend to develop.
6. Compose an email introducing yourself, your company, and your school. Tell them that you're participating in the Marine Advanced Technology Education (MATE) Center's international ROV competition, which will be held in June 2018 at the Weyerhaeuser King County Aquatic Center in Federal Way, WA. Explain what ROV stands for, and tell them how ROVs are used in the real world. Give examples of the skills that you and your teammates have learned by designing, building, and piloting ROVs. You may have already written some of this information for your marketing display or technical documentation.
7. Reporters are interested when a local team is participating in an international event. So make sure to let them know that the MATE competition is an international competition, funded by the National Science Foundation, the Marine Technology Society ROV Committee, and other international organizations and businesses, and that teams from all over the world participate. Be sure to provide the link to the [ROV competition web site](#).
8. Copy and paste the press release in the body of your email. (Reporters in general prefer cut and pasted releases to opening up an attachment.) If you have any photos of your company and/or ROV, especially a photo of your vehicle in action, feel free to attach the photo to the email. Explain to the reporter what's going on in each photo you attach.
9. Make sure you include your name and a phone number where the reporter can reach you. Also include MATE's contact information and let them know they can contact MATE (via Jill Zande at [jzande@marinetech.org](mailto:jzande@marinetech.org)) if they want more specific information about the program or event.
10. After you've emailed your media contacts, wait for a week and email them a reminder if you don't hear back from them.

11. If a reporter calls and wants more information, be creative about how you provide it. Offer to give interviews with a few of the company members, your mentor, or even a key sponsor. Invite them to meet you at the pool to see your ROV in action. Ask them if they want to try piloting the ROV on their own. If they want to speak with someone from MATE, give them the MATE media contact information from above.
12. If your company receives media coverage, capture the URL of the article, video or audio. If not, scan in any printed articles, or for audio/video, list the name of the media outlet, name of reporter, date and time of broadcast and summary of the broadcast. Include these in your electronic submission.

Below are links to examples of team news articles from previous competition as well as a sample press release to help you get started.

<http://coastguardnews.com/students-compete-in-underwater-robotics-competition-at-base-honolulu/2017/05/06/>

<https://www.youtube.com/watch?v=8K0s7OKnO0c&feature=youtu.be>

<http://spectrumlocalnews.com/tx/san-antonio/news/2017/06/21/san-antonio-team-prepping-for-international-underwater-robotics-competition->

[http://www.mlive.com/news/jackson/index.ssf/2017/07/stockbridge\\_underwater\\_robotic.html](http://www.mlive.com/news/jackson/index.ssf/2017/07/stockbridge_underwater_robotic.html)

### **Bridgewater High School Students to Participate in International Underwater Robotics Competition**

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#### **Local students develop underwater robots for underwater archaeology and renewable energy at MATE International ROV Competition taking place in Federal Way, Washington**

April 15—Bridgewater, Mass.—A team from the Bridgewater High School (BHS) has advanced to compete the Marine Advanced Technology Education (MATE) Center’s 17<sup>th</sup> Annual International Student ROV Competition. Remotely operated vehicles, or ROVs, are tethered underwater robots used to complete tasks in underwater environments. The BHS team will compete against more than 60 teams from around the world, using an ROV that they designed and built during the past school year.

At the International ROV Competition, which will be held June 21 – 23 in Federal Way, WA, BHS will compete against the top teams from MATE’s network of regional competitions. BHS was one of the winners in the MATE New England Regional ROV Contest, which was held last week.

Each year, MATE’s ROV competition encourages students to learn and apply science, technology, engineering, and math skills to complete tasks that simulate real-world problems from the ocean workplace. To learn entrepreneurial skills, student teams must form “companies” that produce ROV products to complete a specific set of tasks.

This year, the contest theme focuses on “Jet City: Aircraft, Earthquakes, and Energy” and the role that ROVs play in supporting underwater archaeology, seismology, and renewable energy activities in the Pacific Northwest. The Weyerhaeuser King County Aquatic Center in Federal Way, WA will host the

competition events. The awards ceremony will take place at the Hotel Murano in nearby Tacoma, WA.

Teams will participate in ROV product demonstrations that require them to pilot their vehicle to complete tasks such as locating the wreckage of a vintage aircraft, installing scientific equipment to monitor the environment, and using data to determine the ideal location for a tidal turbine. Rather than in the waters of Puget Sound, the missions will be simulated in the Aquatic Center's Olympic-sized swimming pool and diving well. In addition, teams must prepare technical documentation for their vehicle, deliver and engineering presentation to a panel of judges, and create a marketing display.

This is the fifth year that the BHS ROV team has participated in the New England Regional ROV Contest, and the third year it has attended the MATE International ROV Competition. The team is supported by local sponsors, including Tom's Hobby Shop, East Bay Marina, and Schaumberg Electronics.

For more information about the BHS ROV team, please contact team marketing coordinator Jill Smith at (831) 555-1234 or [email@email.com](mailto:email@email.com).

For more information about the MATE ROV competition, visit [www.marinetech.org/rov-competition/](http://www.marinetech.org/rov-competition/) or contact Jill Zande at [jzande@marinetech.org](mailto:jzande@marinetech.org).

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