



ANNUAL REPORT 2003

Pittsburgh International Science and Technology Festival

A Community Celebration of Innovation and Creativity

Vision

The Pittsburgh International Science and Technology Festival (SciTech Festival) will showcase Pittsburgh as an exciting and prestigious center of science and technology.

Mission

SciTech Festival will host a fun-filled community celebration of discovery and innovation that will energize regional science and technology development.

Goals

Attract people including students, families and leaders in science and technology from within the region and beyond.

Create a buzz that bolsters national and international recognition of Pittsburgh as a great place to live and work in advanced fields.

Enhance public awareness of the importance of science and technology.

Showcase Pittsburgh's discoveries, resources, research, development and industry.

Facilitate networking among industries, universities and the public.

Build a pool of knowledge workers by inspiring young people and attracting talent.

Weave science and technology into the fabric of our culture.

www.SciTechFestival.org





Chairperson's Report

The Pittsburgh Science & Technology Festival is the only event of its kind in the United States. Conceived as a celebration of science and technology, SciTech highlights the advances in science and technology coming out of Pittsburgh and Southwestern Pennsylvania.

In partnership with the Carnegie Science Center, we have built a solid program for children, schools, and families. In 2003, we launched high school and family programs, inviting students to explore high tech innovations and career opportunities in a lively atmosphere. We added an Adult program with special events featuring panel discussions, internationally renowned researchers, and arts performances. The 64th Pittsburgh Regional Science and Engineering Fair showcased work by young researchers that demonstrated great creativity, intellectual curiosity and energy.

Despite a difficult economy, we were able to expand our programs and visibility with broad support from the community. We are grateful for the generous support provided us by foundations, corporations, nonprofits, educators, and the public. We were especially blessed with grants from the Commonwealth of Pennsylvania, which allowed us to expand our programs.

SciTech was created four years ago by the vision, energy, and commitment of its founder and former Executive Director, Denise Turso. We express our appreciation to her for taking us to this point and showing the way to an expanded program.

We also thank the many people who have contributed their time and energy to make SciTech great, including all the volunteers, staff, and members of the Executive Committee. We have taken steps to plan for a greater SciTech Festival that will involve more people in the region through innovative, new programs. Just watch.

Theodore L. Willke

Staff

Full-time

Denise Turso Executive Director
Linda Ortenzo Programming/Marketing Manager

Part-time

Geri Baker Festival Coordinator
Greg Battaglia Webmaster
Lisa Kosick Science Fair Coordinator

Interns

Tiffany Betts
Chimae Cheng
Michael Henry
Kristin Kelly
Michael Rivet

Volunteer Science Fair Staff

Kiran Bakshi Perseverance Awards
John Blank Educator's Committee
Joe Bosco Category Judges
Filomena Conti Administration
E.W. Delserone SRC Reviewer
Terry Jacobsen ISEF
Rick Koepsel Scientific Review Process
Karen Mruk Office Manager
Eileen Martin Volunteers
David Pearlman Scholarship Program
Carmen Rios Teacher Registration
Michael Sendak Affiliated Judges
Michael Trevits Sponsor Judges and Presenters

Volunteer SciTech Festival Staff

Lynn Banaszak Adult Program/Marketing
Tim Baum Operations Assistant
Mary Lou Kurzawski Accountant
Rosemary Martinelli Development
Lois Miller Director of Volunteers
Jan Allen Assistant Webmaster

Teacher Advisory Panel

Stephanie Conroy, Home School, Export
Dr. Ido Jamar, George Washington H. S. , Pittsburgh
Mark Korcinsky, Hopewell Sr. H. S.
Kathleen Konechny, Coord Secondary Gifted Ed Mt. Lebanon H. S.
Mark Krotec, Pittsburgh Central Catholic H. S.
Joseph P. McLaughlin, Physics, Brentwood H. S.
Kathleen Spencer, Providence Heights Alpha School

Executive Committee

Theodore L. Willke, Ph.D., Chief Executive Officer, DMZ², Inc., 2003 SciTech Festival Chairperson

Ron Baillie, Interim Director Carnegie Science Center, SciTech Festival Treasurer

Seddon Bennington, Ph.D., Director (former), Carnegie Science Center

Howard Bruschi, Executive Consultant, Westinghouse Electric Company

Cheryl Kubelick, Ph.D., Program Officer, The Buhl Foundation

Margaret C. McDonald, Ph.D., Director of Research and Development, Jewish Healthcare Foundation

Ed Patula, General Manager-Research, United States Steel Corporation

Charles Vukotich, Assistant Deputy Director, Allegheny County Health Department, 2004 SciTech Festival Chairperson

Victor Weedn, MD, JD, Director, Biotechnology and Health Initiatives, Carnegie Mellon University

Steven G. Zylstra, President and CEO, Catalyst Connection & Pittsburgh Technology Council, 2003 Vice-Chairperson



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4th Annual SciTech Experience

Thousands of visitors flocked to Carnegie Science Center (CSC) and other locations in April to enjoy the 2003 SciTech Festival, a fun-filled celebration of innovation and creativity in Pittsburgh and beyond. We heard from hundreds of visitors during and after the event. Here's a snapshot of what they experienced and what they said about it!

Major Attractions Delight Festival Audiences

Large crowds gathered to enjoy shows featuring Big Horn, the wacky, high-tech vehicle with horns, bells and whistles, and MASS Ensemble (Musical Architecture Sonic Sculpture) playing Earth Harp, the world's largest stringed instrument spanning four floors of CSC.

In addition, visitors of all ages engaged in favorite pursuits like model rocket launches (at Astronomy Weekend), indoor kite flying, dove releases, exhibits, speakers and more throughout the nine-day Festival. Visit the web site for the complete 2003 Program of Events.



Hundreds of SciTech visitors enjoy the Big Horn show.



MASS Ensemble delights visitors with a performance of Earth Harp and other instruments, plus a talented aerialist.

This message captures the essence of visitors' reactions to MASS Ensemble:

...I attended both of your performances yesterday at the Carnegie Science Center, along with my two sons-ages 4 and 2. Both performances were absolutely spectacular. My older son couldn't decide whether to watch the young woman circling overhead, or the powerful hands on the Earthharp, or the violinist. He mostly just stared all around with a delighted smile on his face. His younger brother clapped, gawked, and attempted his own creative dance and movement!

I appreciate how richly you fed our senses- especially the aural and the visual, and how you nurtured our imagination as well. Perhaps the most wonderful aspect of the whole experience was that top-notch, cutting edge entertainment is just about the last thing I would have expected to find on a trip to the Science Center.

What a wonderful surprise!

Shoshana Kaminsky

High School Career Days Program Debuts

Students took part in presentations, panel discussions and one-on-one talks with professionals in a wide range of industries.

- **Initiated:** Program for high school students
- **Increased high school attendance nearly 230% over 2002**
2002 attendance = 700 over five days
2003 attendance = 1,600 over three days
- **Featured Topics: Robotics, Information Technology, Biotechnology, Environmental Management and Advanced Materials Processes**
- **Featured Presenters: Included Dr. Cyril Wecht, Allegheny County Coroner**
Dr. Kevin Warwick, 1st Human Cyborg (CNN 3/23/02) and professor of cybernetics at the University of Reading, UK and Dr. George Divoky, arctic researcher and witness to global warming - photo below (complete list of Program Presenters on p. 7)
- **Introduced:** Exhibitor Passport student accountability system and Act 48 Credit for participating teachers.
- **Initiated:** Program for underserved students
After school program for middle and high school students



Students learn from a company that produces the silent gears for Segways - the futuristic people movers.

Speaker presentations were multimedia and kept student interest- Q&A brought out interesting additional ideas.

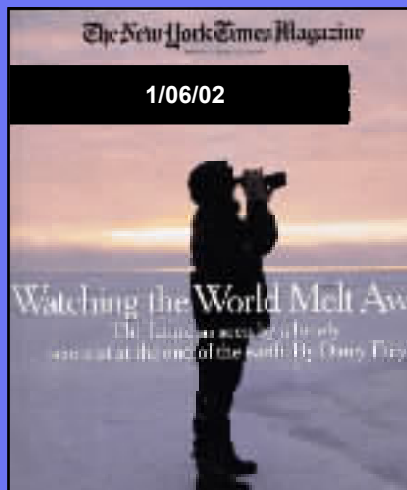
Western Beaver County School District

The programs were at the appropriate intellectual level and informational level for high school students. The combination of programs, company - sponsored booths and the Earth Harp made a day full of interesting and stimulating activities.

Mt. Lebanon High School

Wonderful presentations and speakers. The program was excellent ... Students...loved every minute of the trip. We are looking forward to next year.

Greensburg Salem Senior High School



Featured scientist Dr. Divoky

Participating Groups

After School Place
Arlington Middle School
Beaver County Vocational-Technical School
Beaver Falls High School
Belle Vernon Area High School
Biglerville High School
Blair Elementary
Blairsville High School
Butler Intermediate High School
Central Westmoreland Career/Tech Center
Conn Junior High West
Creative Conv. Services
Deer Lakes High School
East Liverpool Middle School
Faith Tabernacle School
Forbes Road Career and Tech Center
Fox Chapel Country Day School
Franklin Regional Senior High School
Freedom Area High School
Gateway High School
Gateway Middle School
Greensburg Salem High School
Greenville High School
Highlands High School
Sherman Center School
Holy Rosary Central School
Jeannette High School
Northwood Junior High School
Kiski Area High School
LaBrae High School
Lenape Technical School
Manchester Academic Charter School
Maplestown High School
Montour High School
Moon Area High School
Moss Side Middle School
Mount Pleasant High School
Neil Armstrong Middle School

Neshannock Memorial Elementary
North Allegheny Senior High School
North Hills Community Outreach
Northgate High School
Pittsburgh East Christ School
Pine-Richland High School
Rankin School
Riverview High School
Rocky Grove Elementary
Seneca Valley Intermediate High School
Seneca Valley Senior High School
Shaler Area High School
South Butler Intermediate
Springdale Junior/Senior High School
St. John The Baptist
The Lighthouse Foundation
Thomas Jefferson High School
Tri State Xian Academy
Trinity High School
Tygarts Valley High School
West Mifflin High School
Wilmington Area High School
Yough High School
Youth Fair Chance
YWCA of McKeesport

Thank you for the wonderful day for my students and myself. I thought it was one of the best career information days I've ever attended in my 29 years of teaching.
Shaler Area High School Teacher

The students loved to answer the questions at each booth in an attempt to win the prizes. The students were also very interested in getting their passport stamps. 5
Seneca Valley Intermediate High School Teacher

Events for College Students and Adults Expanded SciTech Audiences

Two free events featured high quality programs and festivities.

Cosmic Blast, part of Astronomy Weekend, featured keynote speaker, Dr. Jill Tarter, Director of SETI (Search for Extraterrestrial Intelligence), respected radio astronomer and inspiration for Jodie Foster's character in the movie, "Contact". This event was done in partnership with the Buhl Planetarium & Observatory.

SciTech Spectacular, co-sponsored by WQED Multimedia, brought together college students, scientists and industry professionals.



Jill
Tarter
Ph.D.

SciTech Spectacular Program of Events

- 3:00pm-5:30pm **Corporate Booths Open**
5:30pm-6:00pm **Open Reception in Lobby**
Pittsburgh Innovators Awards (WQED Multimedia)
MASS Ensemble Performance
- 6:00pm-6:30pm **Networking Mixer**
Food/drink/entertainment while meeting corporate professionals, students, featured program presenters, SciTech Festival sponsors, government dignitaries, Pittsburgh Champions — even the National Aviary's Snowy Owl!
- 5:30pm-6:30pm **Research Symposium**
6:30pm-7:30pm **Free OMNIMAX®, Coral Reef Adventure**
Remarks/Q&A by featured scientist Dr. Richard Pyle
- 6:30pm-7:30pm **Witness to Global Warming**
Dr. George Divoky, New York Times Magazine cover story 1/6/02 (co-sponsored by the National Aviary)
- 7:00pm-7:30pm **Fruit Flambé Show**
7:30pm-8:30pm **Fusing Humanity and Technology**
Provocative panel discussion features:
Stelarc — performance artist/robotics prof./philosopher
Dr. Kevin Warwick — cybernetics prof./researcher/
self-titled first human cyborg
Dr. Erlen -- ethicist
Dr. Matsuoka -- human augmentation specialist
- 8:30pm-10:00pm **Create Fun Art** (Pittsburgh Center for the Arts)
9:00pm-10:00pm **Second showing** - Free OMNIMAX®,
Remarks/Q&A by featured scientist Dr. Richard Pyle



Kevin
Warwick
Ph.D.

SciTech Spectacular

The SciTech Festival was very well-organized and quite interesting. I had brought along my mentee, a high school student, and he was quite thrilled with the whole experience.

I moved here last year from the San Francisco Bay Area and I have to say I was quite impressed. Even the Silicon Valley doesn't have an event like this. I would like to participate again next year. Kudos to all of you at CSC!

C. Kapadia



The SciTech Film Festival with Pittsburgh Filmmakers Premieres

Three days of cyborg and robot-themed films and activities highlighted Film Festival programs. A provocative "snack & chat" featured Dr. Kevin Warwick, the first Human Cyborg, and Stelarc, robotics professor, performance artist and philosopher.

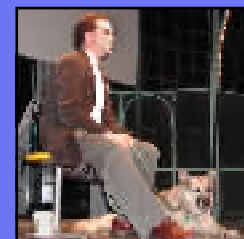
Visitors to one special event could design their own robot costumes and star in their own films. The highlight of this event—a robot wedding!



Special thanks to our Program Partners:

Amateur Astronomers Association of Pittsburgh
Buhl Planetarium and Observatory
Mattress Factory
National Aviary
Pittsburgh Center for the Arts
Pittsburgh Filmmakers
The Pittsburgh Children's Museum
WQED Multimedia

Chuck Amurgis	Axicon Technologies, Inc.
Big Horn	H B Artworks, Inc.
Jennifer Brouch	GAI Consultants
Howard Bruschi	Westinghouse Electric Corporation
Phil Campbell, Ph. D.	Institute of Complex Engineered Systems & Biomedical Health Engineering (CMU)
George Divoky, Ph.D.	Institute of Arctic Biology, University of Alaska Fairbanks
James Ekmann, Ph.D.	United States Department of Energy, National Energy Technology Laboratory
Melanie Devore	Coroner's Office Allegheny County
Earth Harp	MASS Ensemble
Judy Erlen, Ph.D.	School Nursing and Center for Bioethics & Health Law (PITT)
Lee Ferraro	WYEP 91.3 FM
Fred Fochtman, Ph. D.	Coroner's Office, Allegheny County
Fly Pittsburgh Kite Club	Coroner's Office, Allegheny County
Sarah Green	Visual Information Systems Center (PITT)
Matthew Kelley	Environmental Studies (PITT)
Kristin Kelly	Envirolink, the Green Marketplace, Inc.
Josh Knauer	Axicon Technologies, Inc.
David Lassman	Tyrone, PA
Long Brothers	Robotics Institute, Mechanical Engineering, Center for the Neural Basis of Cognition, and Biomedical Engineering (by courtesy) (CMU)
Yoky Matsuoka, Ph.D.	Center for Building Performance Diagnostics (CMU)
Michelle Mondazzi	Club Café/Muscian
Karl Mullen	Medical Robotics Technology Center (CMU)
Jim Osborn, Ph. D.	Grad School of Public and International Affairs (PITT)
Kenneth Polk, JD	Bishop Museum, Honolulu, Hawaii
Richard Pyle, Ph.D.	Seagate Research
Tim Rausch, Ph. D.	Rock critic and author
Tim Riley	National Robotics Consortium
Robin Shoop	Axicon Technologies, Inc.
Matt Shop	United States Department of Energy, National Energy Technology Laboratory
Jan Steckel, Ph.D.	Center for SETI Research
Jill Tartar, Ph. D.	Body Media, Inc.
Astro Teller, Ph.D.	United Collegiate Robotics Club
Kevin Warwick, Ph.D.	University of Reading, UK
Cyril Wecht, MD, JD	Coroner's Office, Allegheny County
Roger Westman, Ph. D.	Air Quality, Allegheny County Health Department



Festival Exhibitors Raise The Bar on Interactivity

Exhibit Highlights: A flight simulator by ALCOA, a model jet ski by PPG and virtual reality activities by the Art Institute of Pittsburgh

Wonderful and varied exhibits with a lot of hands on activity.

Communities in Schools of SW PA

Exhibitors

Airport Radio Control Society
Alcoa
Allegheny County Health Department
Amateur Astronomers Association of Pittsburgh
American Education Services (AES) and
PA Higher Education Assistance Agency (PHEAA)
The Art Institute of Pittsburgh
Bayer Corporation
Bombardier
Carnegie Library, Science and Technology Department
Carnegie Mellon University (CMU)
CMU Astronomy Club
Chatham College
Department of Environmental Protection
Duquesne University
FedEx Ground
Fisher Science Education
Maglev, Inc.
Mary Miller Dance Company
Mattress Factory
Michael Baker Corporation
NIOSH/SME, Pittsburgh Section
Oil Region Astronomical Society
PPG Industries
Pittsburgh Space Command NAR3473
Pittsburgh Technical Institute
Psychology Software Tools
Robert Morris University
Slippery Rock University
Sunoco Chemicals
SW PA STEM (Science, Technology, Engineering, Math)
Girls Math/Science Partnership
Tripoli Rocketry Association, Pittsburgh Prefecture
U.S. Dept. of Energy, National Energy Technology Lab
United States Steel Corporation
University of Pittsburgh
UPMC Health System
Westinghouse Electric Company

Featured Industries: Robotics, Information Technology, Biotechnology, Environmental Management and Advanced Materials Processes

- Visitors could see living cells divide, smash test plastics, view robots in action, build and test bones, trace their finger prints and enjoy games, prizes and more!
- Industry experts served as community ambassadors – interacting with visitors of all ages.

Focus: Obtained higher quality/longer running exhibits.

- Introduced exhibit development workshops to emphasize interactivity and career orientation. These programs were hosted or led by: United States Steel Corporation, The Art Institute of Pittsburgh, Michael Baker Corporation, Maglev Inc., Skyline Displays and Carnegie Science Center.

Additional teacher comments:

The corporate and university displays were excellent.
Seneca Valley Intermediate HS

The information booths set up by the various companies were very informative and educational. My students thought this was a particular strength.

Clairton School District

Exhibits were interactive and students could learn a lot (by doing the activities and speaking to the professionals).

Western Beaver County School District





Exhibitors pages 8-9 pictured clockwise: The Art Institute of Pittsburgh, Mary Miller Dance Co., U.S. Dept. of Energy (NETL), Sunoco Chemicals, University of Pittsburgh, Allegheny County Health Department, Bayer Corp.

Exhibitor Quotes:

What a wonderful opportunity SciTech presented for us and what a great time we had doing it!! It is absolutely amazing to me that this is a relatively new festival. You have a tremendous presence in Pittsburgh, and you are making a real difference already. I hope that you continue to grow and thrive, and I hope that Sunoco Chemicals can continue to participate in that growth. I have talked to many of our booth creators and staffers....

Here are a couple of comments that stand as a testimony to the great job that you all did this year:

- (1) Promotion was exceptional ...one goal was to "create a buzz." Well, with targeted messages to the schools as well as billboards and other advertisements to the broader community, you certainly achieved that!*
- (2) ...we were very pleased with the number of interested students that we reached. We gave away at least 1700 pencil boxes.*
- (3) The passport idea was terrific, especially ...accompanied by a SciTech volunteer who asked the students questions to see whether they had achieved the learning objectives of the booth. That activity not only helped the students to figure out what they were supposed to "get" from the presentation, but it also helped the presenters to target specific information.*
- (4) You provided many opportunities for us to prepare so that we could jump in with both feet during our first year. I can't tell you enough how much we appreciated all of your support via e-mail as well as the contacts that you provided. Thank you again for organizing a great event!!! It is a benefit to the whole greater Pittsburgh community, it provides a valuable opportunity for local technology-minded businesses, and it is a really good time!*
Sunoco Chemicals

My thanks to the staff that made us feel welcome and were so helpful. We have already started to think about next year.

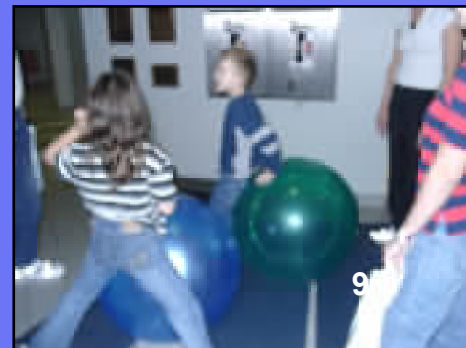
U.S. Dept. of Energy, National Energy Technology Laboratory

Good feedback from our end...-please be sure to include us for '04! Our folks love it! Thanks much- great job to all the SciTech Committee!

PPG Industries

The program execution was very smooth. My hat's off to all the organizers and also to the volunteers who seemed to be very dedicated. I understand the passport concept was a new addition this year and I think was a good idea.

AES PHEAA



64th Pittsburgh Regional Science and Engineering Fair - April 4-5, 2003

The Pittsburgh Regional Science and Engineering Fair (PRSEF) is a program of the SciTech Festival. The 2003 Science Fair, hosted by Heinz Field, showcased the research achievements of 680 of our region's young scientists and engineers in Grades 6-12 from 12 counties. A total of 2,500 students, parents, teachers and volunteers experienced the excitement over two days.



Fair in full swing at Heinz Field

I enjoyed participating in the Fair and it was a great experience for me. It is a wonderful learning experience that I will never forget.

Student

Congratulations on organizing a fantastic event. This year's Fair was a rewarding experience for all involved.

Teacher

2003 Distinctions:

- **Obtained live television coverage before the Awards Ceremony.**

Stephen Cropper, WTAE-TV Meteorologist conducted live interviews with students, judges and staff before emceeing the Awards Ceremony.

Mr. Cropper presented our young researchers and their teachers with over 300 awards, worth more than \$300,000 in cash and scholarships.

- **More than doubled the number of Pittsburgh Public Schools.**

The Fair nominated 13 students from the Pittsburgh Public School Exposition to experience the Fair. With this nomination, the Fair increased the number of Pittsburgh Public Schools from 5 in 2002 to 12 in 2003.

- **Formed an Educators Committee.**

Five educators work to strengthen the role of teachers in conducting scientific research and aid in the strategic direction of the Fair. Their involvement is key. Teachers provide a critical link between classroom learning and real life that is essential to inspiring careers in science and engineering.

The Science Fair is the only regional fair affiliated with the International Science and Engineering Fair (ISEF). ISEF is the World Cup of science competitions – bringing together more than 1,200 students from 48 states and 40 nations to compete for scholarships, tuition grants, internships and scientific field trips. This year, the Fair sent two students to ISEF in Cleveland, Ohio.

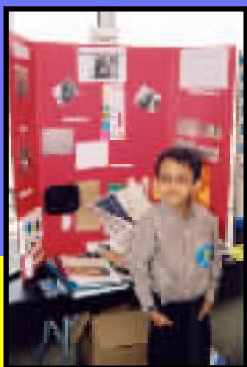
I have been competing in the Pittsburgh Regional Science and Engineering Fair since sixth grade and am now graduating high school. This fair is a wonderful experience for everyone and I am very thankful for the opportunities that it has given me to develop my love of science.

Student

School Entrants

Allegheny County

Bethel Park High School
Brentwood Middle School
Carlow Campus School
Carmalt Elementary School
Carson Middle School
Community Day School
Dorseyville Middle School
East Allegheny High School
Fox Chapel Area High School
Frick International Studies Academy
Gateway High School
Gateway Middle School
George Westinghouse High School
Greater Works Academy
Ingomar Middle School
Keystone Oaks High School
Keystone Oaks Middle School
Linton Middle School
Mellon Middle School
Moon Area Middle School
Morningside School
Mt. Lebanon Senior High School
North Allegheny Intermediate High School
Perry Traditional Academy
Pine-Richland High School
Pine-Richland Middle School
Pittsburgh Central Catholic High School
Providence Heights Alpha School
Reizenstein Middle School
Rhema Christian School
Rogers CAPA Middle School
Schenley High School
Schiller Classical Academy
Serra Catholic High School
Seton LaSalle High School
Shadyside Academy
Shaler Area Middle School
South Allegheny Middle School
South Allegheny Sr. High School
St. Agnes
St. Alphonsus School
St. Bartholomew School
St. Elizabeth Elementary School
St. Joseph High School
St. Joseph Regional
St. Maurice School
St. Thomas More School
Sterrett Classical Academy
Sunnyside Elementary School
Taylor Allderdice High School
The Ellis School
Thomas Jefferson High School
Upper St. Clair High School
West Mifflin Middle School
Woodland Hills High School



Operational support by:

Alcoa
Alcoa Laboratories
Alcoa Technical Center
ALCOSAN
Allegheny County
Allegheny County Health Dept.
Allegheny County Sanitary Authority
ASM INTERNATIONAL
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Bayer Corporation
Bechtel Bettis, Inc.
Bidwell Training Center, Inc
BMH Hospital
Bombardier
Carlow College
Carnegie Learning, Inc.
Carnegie Library Science & Technology Dept.
Carnegie Mellon University (CMU)
CMU Department of Psychology
Carnegie Museum of Natural History
Carnegie Science Center
Cellomics Inc
Center for Biotechnology and Bioengineering
ChemTech Consultants
Children's Hospital of Pittsburgh
Community College of Beaver County
Crucible Research
Delta Environmental Consultants, Inc.
Duquesne University
Emerson Process Management
Environmental Resources Management
Equitable Gas Co.
Equitrans, LP
FAA ARFF
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Free Ride Bike Recycling Program
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Hunt Botanical Institute
IBM
J. R. Simplot Company
JM Software Services
Juniata College
Kalco Metals, Inc.
Kent State University
KEVOIGT
La Roche College
Lake Region Medical
Lewis Consulting
Lone Wolf Systems
MAYA Design, Inc.
McCartney Enterprises
Medrad, Inc.

Mellon Financial
Michael Baker Corporation
Molecular Biosensor and Imaging Center
Mortar Board (CMU's Senior Honor Society)
ms consultants
MSA
U. S. Dept. of Energy, Nat'l Energy Tech. Lab
Navy Recruiting District - Pittsburgh
Navy Scholarship Program
NIOSH
Novel Geo-Environmental, LLC
OpLaunch
PA DCNR
PA Geological Survey
PA Department of Environmental Protection
Pannier Corporation
Parsons Brinckerhoff Quade & Douglas, Inc.
Penn State Altoona - Altoona
Penn State University - Beaver
Pietragallo, Bosick & Gordon
Pittsburgh Digital Greenhouse
Pittsburgh Job Corps Center
Pittsburgh Life Sciences Greenhouse
Pittsburgh Public Schools
Pittsburgh Supercomputing Center
Pittsburgh Technology Council
Pittsburgh Zoo and PPG Aquarium
PPG Industries
Precision Technologies, Inc.
Price Adams PC
Randolph Macon Academy
Respironics, Inc.
Seagate Research
Sewickley Valley Hospital
Shaw Environmental and Infrastructure
Siemens Westinghouse Power Corporation
Software Engineering Institute
Software Understanding
Sunflower Services, P.A.
Sunoco Chemicals
Symbol Technologies
The Webb Law Firm
TI, Inc.
TLW Solutions, Inc.
Trident Solutions, Inc.
United States Steel Corporation
University of Maryland
University of Pittsburgh
University of Pgh. Office of Child Development
University of Pittsburgh School of Medicine
UPMC Health System
Wabtec
Washington and Jefferson College
Western PA Field Institute
Westinghouse Electric Company
Westinghouse Nuclear Automation
Westinghouse Science and Technology Dept.

Beaver County
Ambridge Junior High
Anthony Wayne Elementary School
Beaver Area High School
Beaver Area Middle School
Hopewell Memorial Jr. High School
Quigley Catholic High School
State Street Elementary School
Western Pennsylvania Cyber Charter School
Windmill Hill HomeSchool
Blair County
Bishop Guilfoyle High School
Central High School
Hollidaysburg Area High School
Butler County
Knoch Middle School
Seneca Valley Intermediate High School
Cambria County
Cambria Heights High School
Cambria Heights Middle School
Centre County
State College Area High School
Clarion County
Clarion High School
Fayette County
Frazier Middle School
Indiana County
Indiana Senior High School
Somerset County
Conemaugh Township Area High School
Washington County
California Area School District
Westmoreland County
Conroy Learning Center
Derry Area High School
Franklin Regional Middle School
Franklin Regional Senior High School
Kiski Area Intermediate School
McMillan Home School
Mother of Sorrows School
Norwin High School
Penn Middle School
Penn Trafford High School
Yough High School

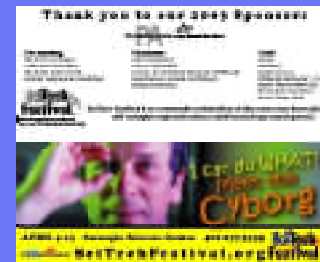
I can do WHAT?

2003 Marketing Campaign Launches Brand Identity

- Updated SciTech Festival logo to appeal to adults and youth.
 - Developed "I Can Do WHAT?" theme to heighten awareness of the Festival.
 - Developed consistent look for all promotions materials.
 - Surveyed major audiences on Festival awareness, marketing methods and individual program quality.
- Collected data from over 1,000 individuals (visitors, exhibitors, high school teachers and college professors and administrators).

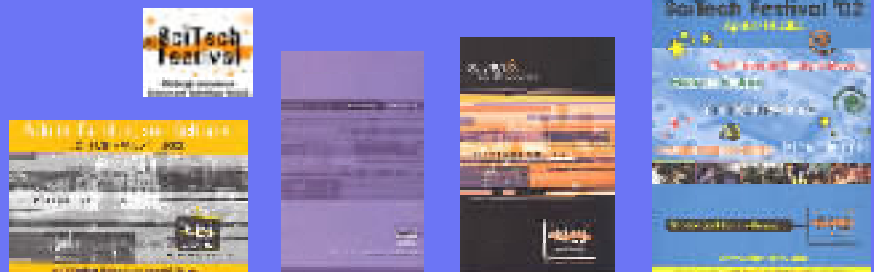


2003 Promo Materials



Clockwise 2003 Festival print pieces:
three billboards, program book, postcard, bookmark

2002 Promo Materials



Clockwise 2002 Festival print pieces:
postcard, logo, adult program, strategic statement, school program

Promotional Materials include:

- Billboards in nine counties
- Posters
- Program book
- Bookmarks
- Postcard flyers
- Film Festival posters
- Career Days program book
- Research symposium abstract book
- Magazine ad
- Newspaper ad

Print Media Coverage:

- Beaver County Times
- Carnegie Magazine
- Dominion Post (Morgantown, WV)
- Pittsburgh Magazine
- Pittsburgh Post-Gazette (multiple articles)
- Pittsburgh TEQ Magazine
- Pittsburgh Tribune-Review (multiple articles)
- The Herald (Sharon, PA)

Newsletters include:

- ASME International/Pittsburgh Section Newsletter
- Carnegie Science Center e-newsletter
- Fox Chapel Summer Sampler
- Girl Scouts "Cool Stuff Update"
- National Aviary "Bird Talks" program & "Bird Calls" newsletter
- University of Pittsburgh "Volunteer Opportunity Bulletin"

Radio Coverage:

- KDKA AM 1020 Commercials (3/26-4/4)
- KDKA AM 1020 Remote broadcast from CSC (4/5)
- KDKA AM 1020 Mike Pintek Interviewed Dr. Tarter (4/2)
- KDKA AM 1020 Larry Richert Interviewed Dr. Warwick (4/11)
- WQED FM 89.3 PSA's (3/24-4/10)
- WBZZ 93.7 FM Commercials (3/26-4/4)
- WBZZ 93.7FM Remote broadcast from CSC (4/12)
- Star 100.7 FM Commercials (3/26-4/4)

TV Coverage:

- * WTAE-TV remote broadcast from Science Fair (4/5)
- KDKA TV 11 pm News (4/5)
- WPXI TV 6 pm News (4/6)
- WTAE TV 11 pm News (4/6)
- * KDKA-TV 5 pm News (4/9)
- WQED-TV 7:30 pm "On Q" story (4/10)
- Comcast Cable 5 minute PSA daily broadcast (April)

Web Site Postings include:

- Pittsburgh Tribune Review (www.pittsburghlive.com)
- Pittsburgh Post-Gazette (www.post-gazette.com)
- Carnegie Science Center Member Enews
- www.pghevents.com
- CMU Online student newspaper "The Tartan"
- United Way (www.volunteersolutions.org)
- Pittsburgh Regional Champions online newsletter
- www.pittsburgh.net
- www.festivals.com
- www.wpxi.com/www.pittsburgh.com
- WTAE-TV (www.thepittsburghchannel.com)
- WYEP 91.3 FM online arts and events calendar
- Star 100.7 FM "Stars in your backyard"
- 102.5 FM WDVE
- 105.9 FM The X
- 96.1 FM KISS

2003 Snapshot of Festival Outcomes

2003 Summary of Achievements

- Increased attendance at the high school program nearly 230% over 2002.
- Obtained live television coverage for the first time before the PRSEF Awards Ceremony.
- More than doubled the number of Pittsburgh Public Schools participating in PRSEF.
- Expanded the variety and quality of programs and events.
- Achieved greater Festival awareness through increased media coverage and target marketing.

Attendance from All Festival Locations: 20,000

Number of Activities: Over 400

Number of Volunteer Hours: 6,000

Estimated Value of Publicity: \$50,000

SciTech Festival Sponsors



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Pittsburgh Society for Coatings Technology
Pittsburgh Tissue Engineering Initiative
Princeton Alumni Association of Western Pennsylvania
Seagate Research
Society for Mining, Metallurgy and Exploration
Society of American Military Engineers
Society of Petroleum Engineers, Pittsburgh Section
Society of Women Engineers
The Aviation Foundation
University of Pittsburgh, Department of Freshman Engineers
University of Pittsburgh, Department of Neuroscience
Western PA Chapter of American Vacuum Society
Wheelabrator Air Pollution Control

Bronze:

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J & L Specialty Steel, Inc.
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Pittsburgh International Science and Technology Festival

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