

## WHAT IS THE OFFICIAL NAME OF THE COMPETITION?

Burns & McDonnell Battle of the Brains

## WHERE CAN I FIND MORE INFORMATION ON BURNS & McDONNELL BATTLE OF THE BRAINS?

- The official website is [battleofthebrainskc.com](http://battleofthebrainskc.com)
- It features details about the competition, resources, the exhibits and more.

## WHAT IS THE OFFICIAL COMPETITION HASHTAG?

#BOTBKC

## WHAT ARE THE BURNS & McDONNELL BATTLE OF THE BRAINS SOCIAL MEDIA CHANNELS?

- Twitter: [twitter.com/BOTBKC](https://twitter.com/BOTBKC)
- Facebook: [facebook.com/BattleoftheBrainsKC](https://facebook.com/BattleoftheBrainsKC)

## CAN SOMEONE FROM BURNS & McDONNELL PARTICIPATE IN A MEDIA INTERVIEW WITH OUR SCHOOL ABOUT BATTLE OF THE BRAINS?

We would love to participate in a media interview with you about Burns & McDonnell Battle of the Brains. We can cover the details about the competition, provide a business perspective on the critical need for STEM education and careers, and share ways everyone can get involved in Battle of the Brains and additional STEM efforts in Kansas City.

## HOW SHOULD I PREP FOR A MEDIA OPPORTUNITY FOR BATTLE OF THE BRAINS?

You all are experts at media relations and the basics hold true for these stories as well. Based on prior media interviews regarding the competition, here are some best practices:

- Identify 2-3 students who are comfortable on camera and can communicate their excitement – and perhaps, newly found passion – for STEM and the competition.
- Reporters will be interested in learning more about the team's proposal, including what inspired it and why they think other kids would want to experience it at Science City.
- Have an educator participate to provide a perspective on the school's efforts around STEM education, whether it is the team's teacher, principal or superintendent.
- Be ready to share what you may do with the grant money you may receive.
- Have visuals on hand, and/or having activities taking place, to bring the story to life and add more interest. This can include the proposal; a working session around specific aspects of the proposal; and the inspiration for your exhibit.

## WHAT TYPES OF BATTLE OF THE BRAINS STORY IDEAS TYPICALLY INTEREST THE MEDIA AND WHEN WILL BURNS & McDONNELL REACH OUT TO MEDIA?

Burns & McDonnell will lead PR outreach for the following key media moments and alert you with opportunities to participate:

- Surprise visits for the top 20 finalists.
- The awards ceremony.
- The grand opening event.

Additional story ideas may include:

- Unique stories around the competition, STEM and your school, such as what's driving greater participation; a new focus on STEM; all-female teams, etc.
- The reveal of how you used your grant money, such as the Learning Lab at Grandview.

## WHAT SHOULD WE POST ON SOCIAL MEDIA?

In addition to the posting about the key moments and stories mentioned above, other content to post on social media include:

- Photos and videos of students working on their proposals and educators working with their teams.
- Students interacting with their Burns & McDonnell mentor.
- Congratulations for your educators and students, and celebration of their hard work.
- Promotion of your district's STEM efforts.
- Impact of the competition on your school(s) and district.
- Encouragement for followers to vote for your school's/district's proposal(s) during the voting period, if you have a team (or teams) in the top 20.

## WHAT IF I HAVE QUESTIONS AROUND BATTLE OF THE BRAINS?

- For competition-related questions, please submit to [botbkc@burnsmcd.com](mailto:botbkc@burnsmcd.com).
- For media related questions, please contact Kristi Widmar at [klwidmar@burnsmcd.com](mailto:klwidmar@burnsmcd.com) or 551-208-5922.