Public Visibility

Tom Coughlin
IEEE Public Visibility Committee Chair

June 2016
Telling our Engineering Story
...together.
How to collaborate?

**Hot topics:** Technical experts - Partner with us to diversify our technical experts roster.

**Engineering stories from you** as “potential” contributing editors for a content platform called IEEE Transmitter.
Mission

To increase awareness, understanding and appreciation of how engineering, computing and technology benefit humanity, and to promote the visibility of engineering, computing and technology professionals who carry out this work

As approved by IEEE BoD and outlined in Bylaws establishing Public Visibility Standing Committee
Hot Topics 2016
Key ingredient: Technical Experts

Feb/March: Cybersecurity
- Future of Secure Systems
- Hacking for good
- Malware detection
- Safety of Children online
...and more

Aug/Sept: Intelligent Infrastructure
- Smart grid
- Intelligent transportation
- Connect Cities
- V2V and V2I Communication
...and more

April/May: IoT & Big Data
- Convergence of technology and humanity
- Connected Home/Appliance
- Digital Fingerprint
- Tracking/Monitoring of devices
...and more

Oct/Nov: Advanced Manufacturing
- 3D Printing
- Automation Technologies
- Artificial Intelligence
...and more

June/July: Robotics
- Search and rescue
- Nanorobots
- Assistive Robots
- Mind-controlled robots
- Robots for child development
...and more

Dec/Jan: Consumer Electronics
- Wearables
- AR/VR
- Cellphones/mobile technology
- Drones
...and more
Our IEEE Technical Experts

Our TEs have helped support numerous campaigns:

- Providing commentary on breaking news that can be shared with the media
- Drafting thought leadership byline articles
- Participating in phone and in-person media interviews
- Featuring their thought leadership in videos
- Joining in Google Hangouts and Social Media Ask Me Anythings (AMAs)
- Attending industry events, including Web Summit, CES, Mobile World Congress and CES Asia

Become a TE via our submission form: https://www.ieee.org/about/corporate/public_visibility/technical_expert_form_index.html
Society Engagement: Just a Sampling of TEs

- **IEEE Robotics and Automation Society**
  - Antonio Espingardeiro, IEEE Member

- **IEEE Consumer Electronics Society**
  - Tom Coughlin, IEEE Senior Member
  - Stu Lipoff, IEEE Fellow

- **IEEE Computer Society's Technical Committee on Security and Privacy**
  - Diogo Monica, IEEE Member

- **IEEE Power & Energy Society**
  - Massoud Amin, IEEE Senior Member

- **IEEE Aerospace and Electronic Systems Society**
  - Paul Kostek, IEEE Senior Member

- **IEEE Intelligent Transportation Systems Society**
  - Jeffrey Miller, IEEE Senior Member
  - Alberto Broggi, IEEE Fellow

- **IEEE Computer Society**
  - Karen Panetta, IEEE Fellow
60% Growth in Top Tier Media Coverage
2015 vs. 2014

Inbound requests increasing
Traditional media program was expanded this year to include targeting broadcast outlets around the U.S. and thus far, we’ve secured **13 pieces of coverage** in **6 different outlets**, featuring **8 TEs**, including:

<table>
<thead>
<tr>
<th>Outlet</th>
<th>Market</th>
<th>Experts Interviewed</th>
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| FOX NEWS | National    | • George K. Thiruvathukal – Eye Tracking/Heart Monitoring technology being used by retailers  
|         |             | • **Jeff Miller** – Driverless Cars                      |
|         |             | • **Todd Richmond** – VR/AR in Education                 |
| AM740 KTRH | Houston, TX | • **Jeff Miller** – Driverless Cars                       |
| KGO NEWS | San Francisco, CA | • **Jeff Miller** – Driverless Cars  
|         |             | • **Tom Coughlin** – Engineers Week – Wearable and Implantable Technology |
| WBZ NEWS 1030 | Boston, MA | • **Karen Panetta** – Women in STEM                        |
| KNOWLEDGE WHARTON | National | • **Todd Richmond** – AR/VR in education |
| WWJ 950 NEWS | Detroit, MI | • **Jeff Miller** – Driverless Cars                      |
| WCBS NEWS | New York    | • **Jeff Miller** – Driverless Cars  
| 880      |             | • **Ted Rappaport** – Engineers Week – 5G Technology    |
IEEE Transmitter

Promotes Public Visibility activities while giving the audience content about hot topics and technology news from an IEEE perspective

- **Metrics:** IEEE Transmitter Page Views: 234,967*

- **Key guidelines in place that are working**

- *As of April 2016*
Collaboration Example

Wearable Security

Wearables always seem to dominate headlines—there's no shortage of stories on new data-tracking technology and the trendier, more fashionable options that continue to hit the market. As the gap between non-wearable users and wearable device owners shrinks, the question of data security begins to take the stage.

Tracking steps and sleep patterns may seem like harmless fun, but the data collected by your new wearable could end up in the wrong hands and compromise your personal information. In a recent interview on cybersecurity with IEEE, Jacob West of Netaske explained that, “Users' personal fitness information now needs even greater security protections because there are vulnerabilities to fitness data, to personal identity information, and to the network and the servers that support it.”

As wearables change and continue to become more of a trend than a fad, the way that the public interacts with technology also evolves. West explained that wearables are becoming so tightly integrated into our lives, and the risks are not the same as a desktop or web-based application that we can simply close out of.

West's work focuses on one mission that he hopes vendors embrace: “to shift the industry’s focus from exclusively finding and fixing bugs in software to a more balanced approach that also looks at design flaws. We can avoid many bugs and vulnerabilities just by how carefully we build a system.”

West goes on to explain that his work is also directed at consumers, helping them understand security risks more broadly, and that it’s not a means for creating “paralyzing concern” but instead it's about overall cybersecurity education as it relates to their personal data.

Industry-wide, more attention is being paid to data protection, and solving the security issues that surround wearables.

Read the full Q&A between IEEE and Jason West.
By lending your expertise and input we continue to establish IEEE as a thought leader.
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Thank you.
Media and Content Guidelines

IEEE Transmitter Guidelines:
- [https://docs.google.com/document/d/1ECKWzGIoWf0rOFNY-B4GAHwhikkX3goGcA7EY3z0h3s/edit?usp=sharing](https://docs.google.com/document/d/1ECKWzGIoWf0rOFNY-B4GAHwhikkX3goGcA7EY3z0h3s/edit?usp=sharing)

Media Guidelines:
- IEEE Member
- Discussion with the press
- Filmed for social, traditional and broadcast mediums
- Expert on a topic that is being covered by the media
- Expertise on a hot topic
- Media trained and open to any further training that may be needed
- Comfortable moving quickly for areas such as breaking news
- Readily available based on reporter needs

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Current IEEE connections
Partnerships

- IEEE Xplore
- The Institute
- IEEE Spectrum
- IEEE Access
- IEEE Standards
- MGA (Many teams)
  - IEEE Collabratec™
  - IEEE Women in Engineering
  - IEEE Students
  - IEEE Member Development
    - (IEEExp on social)
- Corporate Activities: Honor Ceremony
- Proceedings of the IEEE
- IEEE Potentials
- IEEE Awards
- Humans of IEEE (Volunteer-driven page)
- IEEE China
- IEEE Japan
- IEEE India
- IEEE.tv
Co-Partnering within IEEE

- Collaborate with technical experts (TE) who are members of different IEEE Societies and Operating Units across IEEE
- Collaborated with 23 partners within IEEE for a Public Visibility cross-execution
- There are at least 50 unique executions across these partners