

IEEE Public Visibility Initiative – How to Get Involved

What is the IEEE Public Visibility Initiative?

The IEEE Public Visibility initiative seeks to increase IEEE's visibility and create a global voice for the engineering profession. It focuses on the great work that engineers do to help advance technology for humanity. The initiative is driven by a selection of Impact Themes and Technical Experts (TEs).

Become a Technical Expert

The Public Visibility initiative invites Technical Experts (current IEEE members) to share their expertise on relevant industry topics (Impact Themes) to explain how technology is benefiting humanity through print, digital and broadcast media opportunities. The goal of all TE media interviews is to raise the visibility of IEEE, and position IEEE as a thought leader on prominent technology issues worldwide.

The first step is to complete our [TE form online](#). You will then be contacted to arrange a 30-minute phone conversation to understand your background, thought leadership relating to your expertise, your unique perspective, prior media experience and examples of media coverage, if available.

If you are added to our Technical Expert roster, you will be contacted by email or phone to provide your expertise and perspective on specific Impact Themes. There may also be opportunities to showcase your expertise in other ways, such as provide commentary on breaking news to share with media, participate in Impact Theme-related media interviews (phone, in-person, written commentary, etc.)

Since sometimes opportunities arise quickly for breaking news, TE availability is critical. They must be comfortable moving quickly for breaking news and flexible to journalist needs and deadlines.

Contribute to IEEE Transmitter (transmitter.ieee.org)

IEEE Transmitter is a collection of articles, videos, infographics, inspiration and more, all curated by IEEE. It helps to promote IEEE Public Visibility activities while giving the audience technology news from an IEEE perspective. It also includes coverage from top global conferences and events. Some sample content includes:

- **Q&As** – The Public Visibility team will provide questions via email or phone, and feature those with the TEs answers on IEEE Transmitter, linking to additional resources, if possible.
- **Event Coverage** – Our global TEs can provide event coverage and perspectives on top global conferences and events. If you've attended an event, consider sharing with us a recap or on-the-ground coverage with images for publication on IEEE Transmitter.
- **Long-Form Expert Commentary** – If you have a clear, compelling and original perspective on a topic that's making headlines, submit a post with your unique commentary so that we can share it with our IEEE Transmitter readers as well as on our social channels.

For More Information

Visit https://www.ieee.org/about/corporate/public_visibility/technical_expert_resources_index.html for more TE resources, including IEEE 2016 Hot Topics, collaboration opportunities and IEEE Transmitter editorial guidelines