

Thank you for your participation in this year's Science The Earth Scifé series. I am proud to say that our first year was a huge success. In addition to our live attendance, our online Facebook campaign, website, and Youtube channel brought the total number of people engaged in the Surprise Saturday Scifé events to 1445! For those interested, an overview and summary of the project impact are included here.

### **Overview:**

The Science The Earth [Surprise Saturday Scifé](#) hosted six live events at Birt's Bistro:

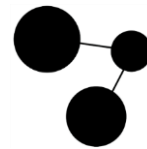
1. January 5, 2019: [The Future of Sustainability: Super Cities Using Renewable Energy](#) presented by Dr. T. Gregory Tucker.
2. February 2, 2019: [Viruses: The Original Antiheroes](#) presented by Dr. Brian P. Johnson.
3. March 2, 2019: [Can Machines Think?](#) presented by Dr. Bill Blaker
4. April 6, 2019: [Captain Marvel and Avenging Women in Film](#) by Dr. Stephen P. Davis
5. May 4, 2019: [You Want the Future? You Can't Handle the Future!](#) by Dr. Brad Allenby
6. June 1, 2019: [Automata: The Foundation for All Fantastical Devices](#) by Mr. Brian Calaway

In addition, the Science The Earth [Surprise Saturday Scifé](#) is currently hosting four online videos:

1. Posted May 10, 2019: [Who is Dr. T? And what's up with all of those scooters?](#) presented by Dr. T. Gregory Tucker.
2. Posted May 10, 2019: [How would the Death Star get its power?](#) presented by Dr. T. Gregory Tucker.
3. Posted June 8, 2019: [Why did the Transformers come to Earth?](#) presented by Dr. T. Gregory Tucker.
4. Posted July 8, 2019: [How does the city of Kandor function in a bottle?](#) presented by Dr. T. Gregory Tucker.

The Surprise Saturday Scifé events hosted by Science The Earth have been a great success, drawing an average of 24 members from the community per live event. Approximately 36% of live audience members are residents of the city of Surprise. On average, each attendee purchases ~\$6.62 worth of food and beverages from Birt's Bistro during each one hour presentation. A joined effort with Birt's Bistro to increase revenue resulted in a ~40% increase in sales per customer between the January 5 premier and the June 1 finale. Birt's Bistro is delighted by the increased traffic/ revenue and is enthusiastic about continuation of the Scifé events into 2019-2020. Currently, we are seeking additional funding to continue the live Scifé series.

Furthermore, from recordings and interviews conducted during the live events, Science The Earth has made a pilot season of an online educational video series. For this pilot season, we have created four episodes from the presentation delivered by Dr. T. Gregory Tucker. Factoring in the viewership of the first four episodes, the attendance for each event has nearly tripled to 62 people. However, when considering how much these episodes increased the attendance for only Dr. T. Gregory Tucker's event, attendance increased from 41 to 266. This is an over 600% increase in viewership. Thus, with a full video series, it is reasonable to project a combined live and online audience of 67 per month per funded episode.



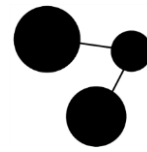
In addition to in-person and online viewership of the presentations, there was also interaction with the presentation topics via reading materials posted on the ScienceTheEarth.com website and the Facebook event page. Including people who chose to read the online content rather than watch the presentation, the total number of people engaged in the Surprise Saturday Scifé events is 1445. A complete overview of live and online viewership, in addition to the response of the audience from surveys is included in the comprehensive report below.

### **Online Educational Content and Marketing:**

Science The Earth plans to continue production of its educational web series developed from recordings and interviews conducted during the Surprise Saturday Scifé in order to attract a larger audience and make the events more accessible. To complete this task, Science The Earth has hired Designed From Scratch Concepts, LLC to record, edit, and post the video series based on the Scifé events. The video series is freely available and hosted on the Science The Earth [Youtube channel](#). Once videos are uploaded, traffic and viewership is monitored in real time. Links to the first four episodes can be found in the summary section at the beginning of this report.

Although the live event series has completed, Science The Earth will continue to advertise in order to encourage people to view the online materials. This includes a dedicated Scifé tab on [www.ScienceTheEarth.com](http://www.ScienceTheEarth.com) at <https://www.sciencetheearth.com/scife.html>, a Facebook page for the event at <https://www.facebook.com/ScienceTheEarth>, and advertising via Arizona Council of Engineering and Scientific Associations at <http://acesa.org/EventItem/Details/edd7cdac-bc44-4b34-a85a-2de58590b86e>.

For the 2018-2019 Scifé series, we were able to reach 9500 people via the online [Facebook campaign](#). From those people, 507 viewed our event, 245 expressed interest, 105 started following the Scifé series, and 32 reserved seats for the live events. As Figure 1 shows, 73% of our online viewers via Facebook are women compared to 27% that are men. In addition, our online audience tends to be between the ages of 25-64. Figure 2 shows that 8% of our online audience via Facebook are residents of Surprise, AZ, while also attracting attention from surrounding cities including Phoenix, Scottsdale, Glendale, and Peoria. In addition, the Scifé series attracted 569 viewers on the [Science The Earth website](#), making it the second most highly trafficked page on the site and surpassed only by the home page. From the website, 44 tickets were reserved for the live events.



**Demographics**  
age and gender

**Location**  
city

People who responded ▾

27% Men 73% Women

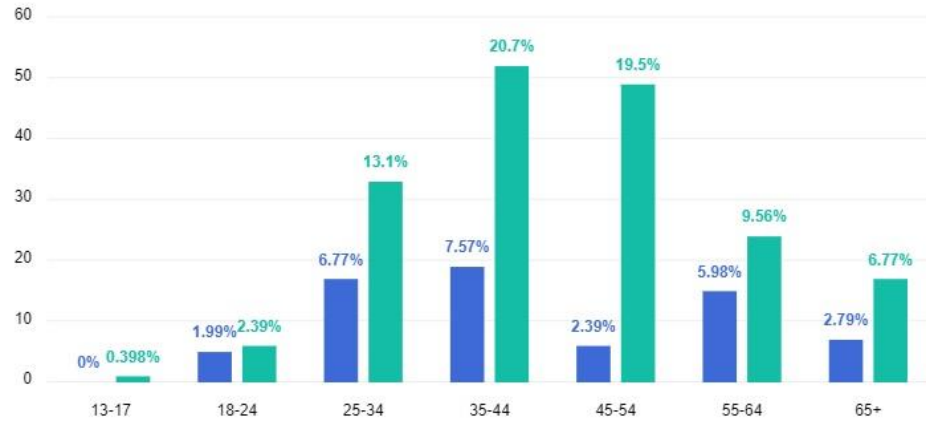


Figure 1: Age and gender demographics of those responding/ interacting with content posted on Facebook.

**Demographics**  
age and gender

**Location**  
city

People who responded ▾

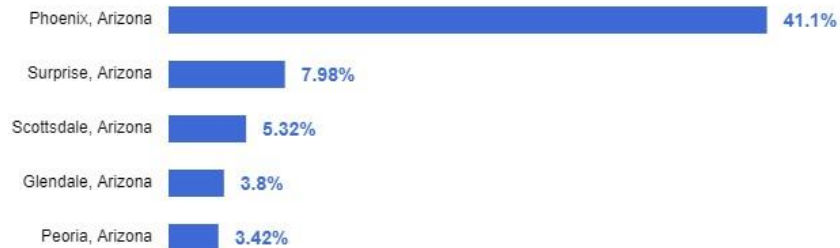
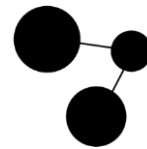


Figure 2: Location demographics of those responding/ interacting with content posted on Facebook.

In collaboration with Designed From Scratch Concepts, LLC, four pilot episodes for an online educational Youtube video series have been produced and published on the [Science The Earth Youtube channel](#). As shown in Figure 3, since posting our first video on May 10, 2019, the series has been watched 225 times with large spikes in viewership corresponding with video release dates. Posting four episodes based on the presentation from of Dr. T. Gregory Tucker increased attendance over 600%, from 41 to 266. This reveals that investing in the development of online content is the most cost effective way to increase exposure and accessibility to the Scifé series. In addition, posting content online enables audience members to interact with the material over a prolonged period of time since, rather than limiting each event to a one hour time window, audience members are able to access events after the live event.



Youtube Views

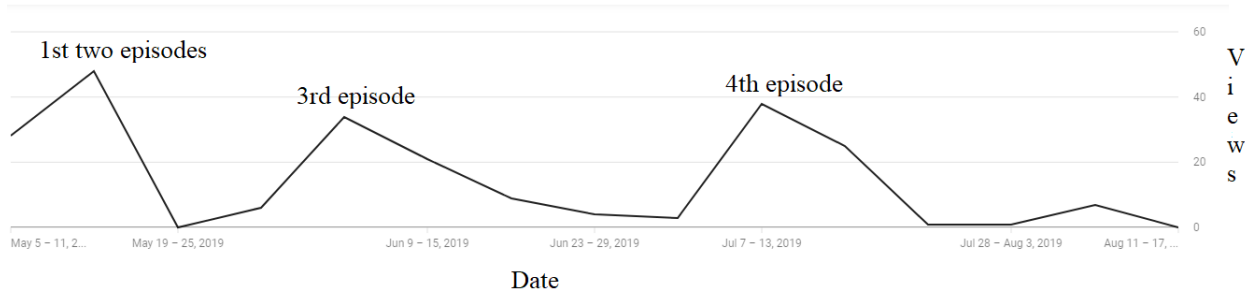


Figure 3: Youtube series of four videos has attracted 225 viewers in ~three months. The publication of a new episode or episodes leads to a noticeable increase in web traffic.

**Audience Response to Live Events:**

A survey was given to live audience members in order to gauge audience demographics and assess the impact of the event. Of the 144 live audience members, 136, or 94%, completed the survey. Results were very positive and revealed that most (over 90%) audience members found the Surprise Saturday Scifé series educational (Figure 4), relevant (Figure 5), and entertaining (Figure 6). Nearly 100% expressed interest in returning for future events (Figure 7). In addition, 35% of live audience members were from city of Surprise, AZ (Figure 8), ~53% were women and ~47% were men (Figure 9). Next, about 13% were from not-white ethnicities (Figure 10) and the average age was  $67 \pm 16$  years. About 75% of the audience purchased items (Figure 11) and, although only a few were comfortable revealing how much they spent, those audience members each purchased an average of ~\$6.62 worth of merchandise. See Figures 4-11 below for an overview of findings.

The SciFe event I attended was of a high educational quality.

133 responses

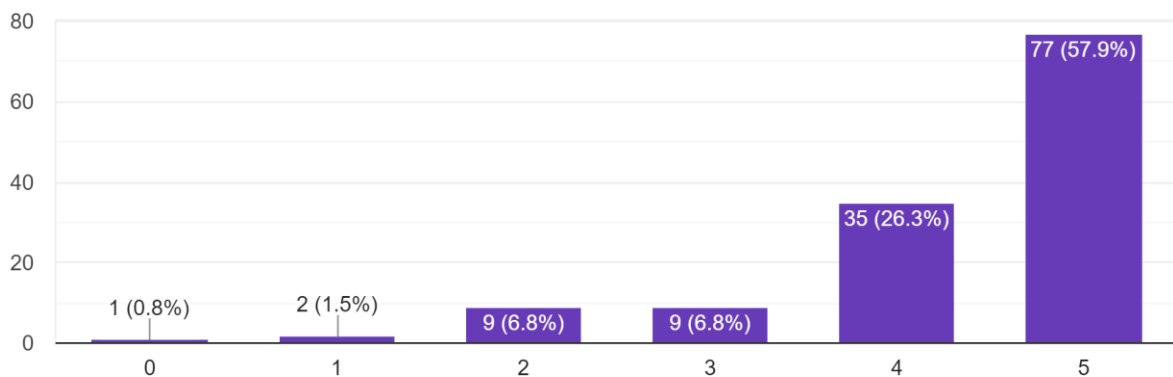
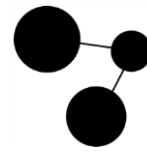


Figure 4: Percentage of audience members that attended the live Scifé series and found it to have high educational quality. 0 = disagree, 5 = agree.



### The SciFe event I attended had relevant/ meaningful content.

128 responses

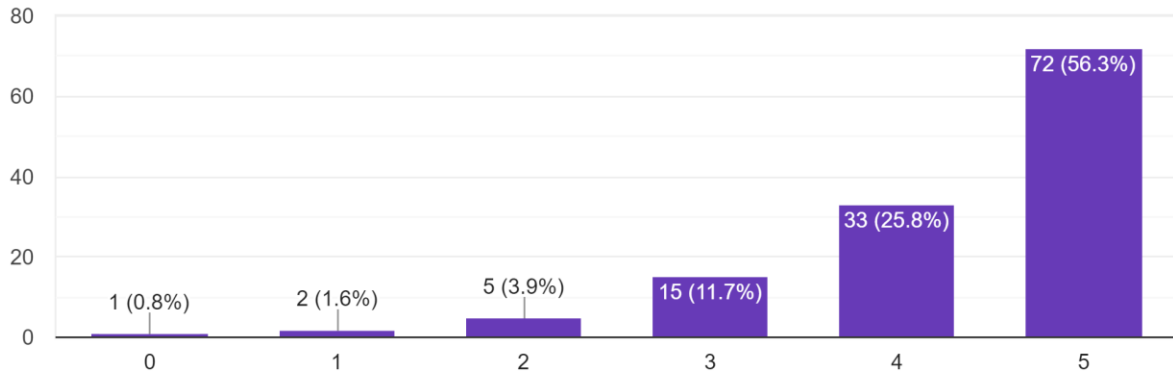


Figure 5: Percentage of audience members that attended the live Scifé series and found it to have relevant/meaningful content. 0 = disagree, 5 = agree.

### The SciFe event I attended was entertaining.

133 responses

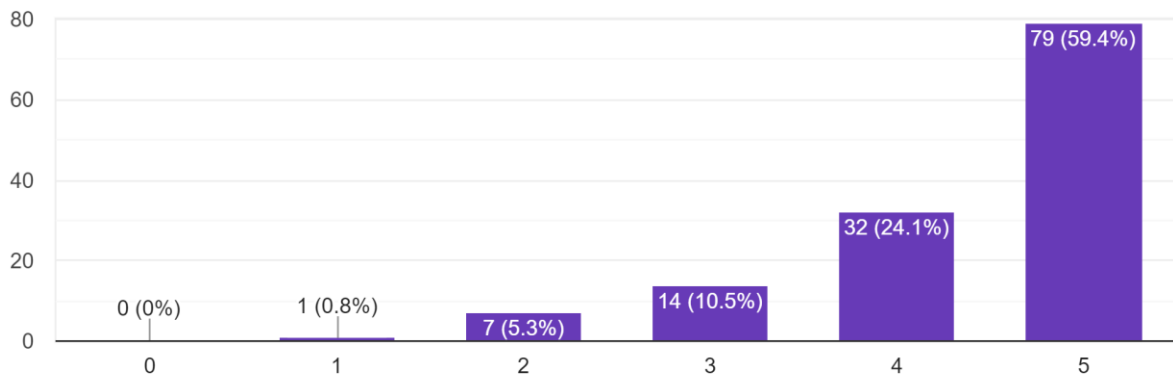
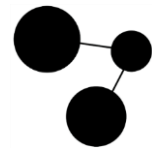


Figure 6: Percentage of audience members that attended the live Scifé series and found it entertaining. 0 = disagree, 5 = agree.



### I will return for additional SciFe events in the future.

130 responses

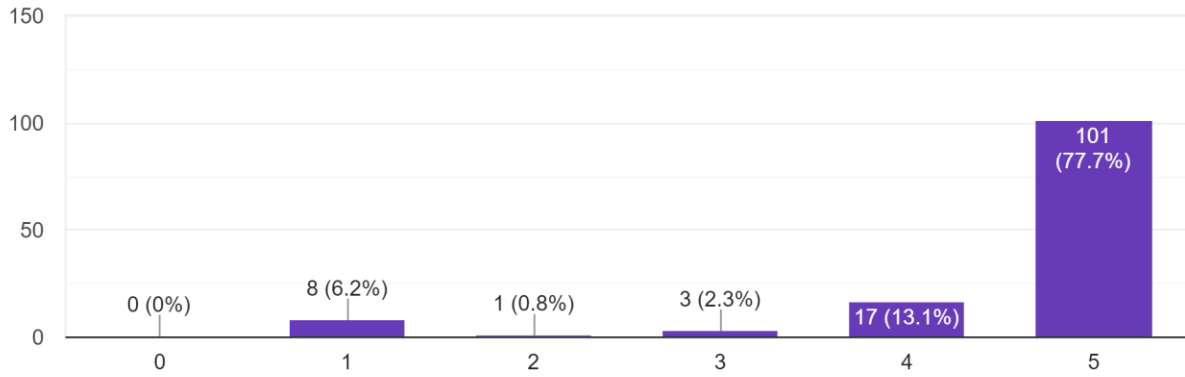


Figure 7: Percentage of audience members that attended the live Scifé series and will return for additional events in the future. 0 = disagree, 5 = agree.

### I am a resident of the City of Surprise

100 responses

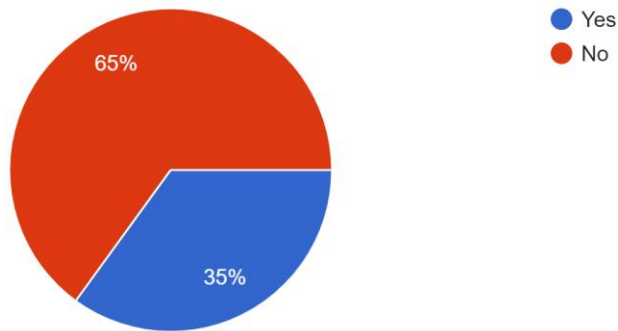
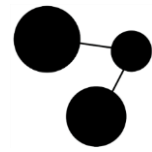


Figure 8: Percentage of audience members that attended the live Scifé series and either were (Yes) or were not (No) citizens of Surprise, AZ.



Please indicate the gender option you most identify with:

133 responses

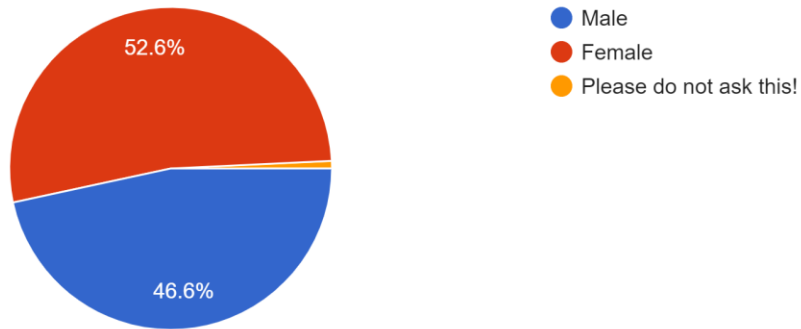


Figure 9: Percentage of audience members that attended the live Scifé series based on gender.

With what group or groups do you identify (you may select multiple options)?

135 responses

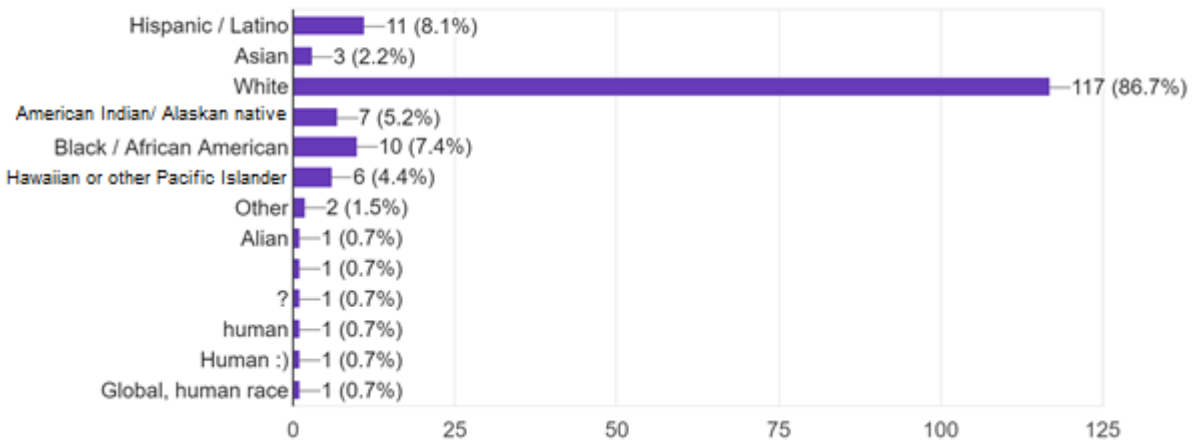
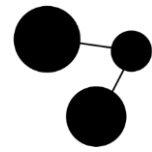


Figure 10: Percentage of audience members that attended the live Scifé series based on race/ ethnicity.



## I purchased merchandise at Birt's Bistro because of this SciFe event.

125 responses

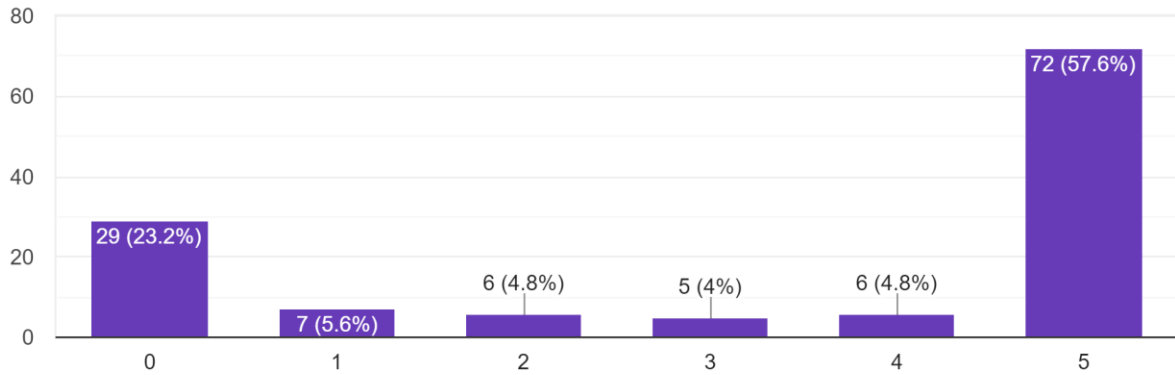


Figure 11: Percentage of audience members that attended the live Scifé series and purchased merchandise because of the event. 0 = disagree, 5 = agree.

Thank you for participating in Science The Earth's inaugural Scifé series and making the series a huge success. I will send links as the remaining videos are processed and uploaded to the Youtube channel. Currently, we are seeking funding to continue compensating presenters for their participation in the live event series. However, since Birt's Bistro has donated the space to Science The Earth, we can continue to use the facilities for future live Scifé events. If you or anyone you know is interested in presenting on a pro bono basis, please have them contact me to discuss presenting at a Scifé event.

Bradley Lusk, CEO

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Science The Earth

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