

## 2022 FIRST® Robotics Competition

### Media/PR Toolkit

This toolkit has been designed to provide you with the information and tools you need to plan and execute a successful local Media/PR strategy that maximizes the impact of your Regional/District event and helps publicize how the FIRST® Robotics Competition helps young people discover the fun in science and technology.

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## Key Dates

FIRST Robotics Competition Kickoff	January 8, 2022
FIRST Championship Houston	April 20-23, 2022

## Media/PR Guide

The following outlines the steps you should take to build and execute your public relations and communications plan around regional and/or district events. For any questions or concerns as you execute these steps, please contact Haley Morse ([hmorse@firstinspires.org](mailto:hmorse@firstinspires.org)) or Brooke Blew ([bblew@firstinspires.org](mailto:bblew@firstinspires.org)).

### **BUILD AND EXECUTE COMMUNICATIONS PLAN**

**NOTE:** If you engage an outside agency to plan and execute your media strategy, please alert the Marketing Department at FIRST Headquarters ([marketing@firstinspires.org](mailto:marketing@firstinspires.org)). You will also need to inform the local Regional Director and Regional Planning Committee for approval and whether the work is paid or pro-bono.

- 1. Identify and prepare your spokesperson(s):** Media will seek out credible and compelling spokespersons to interview before, at and during competitions. Ideally, you will have at least one student, educator, volunteer, FIRST organizer and FIRST sponsor. All spokespersons should be media-trained and prepped before any interviews or events.
- 2. Develop story angles:** Develop angles that tie back to the FIRST core mission. For example:
  - Specific, tangible results achieved by participating in FIRST (improved academic performance, graduation statistics, internships, college scholarships for FIRST participants)
  - Why businesses partner with high schools (enriching the future workforce, reinvigorating adults through student mentorship)
  - Human interest stories (diversity, teamwork, building alliances with competitors, succeeding amid adversity)

**See Appendix E for an extensive listing of potential story angles**

**See Appendix F for sample stories resulting from pitches**

*Share unique stories about your team with FIRST Marketing for potential use in national media efforts ([marketing@firstinspires.org](mailto:marketing@firstinspires.org))*

- 3. Identify target media:** Search the internet for media outlets in your location, including local and regional television network affiliates, newspapers, magazines and radio stations. Analyze and target outlets by considering if they reach your target audience, how your news fits with their typical stories and the size of their audience. If information is not available online, call them to secure contact information, deadlines and programming schedules.  
*If you need help developing a media list for your region, please send your request to [marketing@firstinspires.org](mailto:marketing@firstinspires.org). Include the city or cities to be included in your list, and allow two days for turnaround*
- 4. Develop and distribute calendar alert:** Use this document to encourage public attendance at your event via local print and online calendar listings. Fax or email it to the calendar sections or contacts four weeks prior to your event. Some online outlets will have a form for you to complete.

*See Appendix C for template; fill in relevant details where specified*

- 5. Develop and distribute media advisory:** Use this document to encourage media to attend your event. Fax or email it to television and radio broadcast assignment editors, as well as photo desks at local newspapers and stations three days, two days and one day prior to your event. Have printed copies available onsite.

*See Appendix C for template; fill in relevant details where specified*

- 6. Develop and distribute pre-competition press release:** Use this document to provide a more extensive explanation of the competition and how the game is played, as well as quotes from spokespersons and a list of participating schools and teams. Include links to photos and video. Fax or email it to media one day before the event and have printed copies available onsite.

*See Appendix C for template; fill in relevant details where specified*

- 7. Coordinate onsite media opportunities:** Have a dedicated media contact available to coordinate opportunities, connect reporters with spokespeople and provide photos and other relevant assets.

You should have press kits available onsite for media to take home and use as reference for their stories. Each press kit should include:

- Regional event press release
- FIRST FAQs (*see Appendix B*)
- [FIRST and program-specific marketing materials](#)
- Media guidelines (*See Appendix D for template*)
- Other materials at your discretion (e.g., event schedule, team lists, Sponsor materials)

*See Appendix D for a guide to onsite support*

- 8. Develop and distribute post-event press release:** Use this document to provide a recap of competition and announce the winning teams. Include links to photos and video, and fax or email to media immediately after the closing ceremonies (no more than four hours later).

*See Appendix C for template; fill in relevant details and winners where specified*

### Contacting Media – Best Practices

- Media are almost always on tight deadline and like to receive succinct information quickly
- Outline the key points you want to convey (*FIRST* Robotics Competition definition, regional event location and timing, confirmed spokespeople, best story angles)
  - When speaking with television media, give them an idea as to what visuals they will be able to capture (*see Appendix C, media advisory template*)
- Contact print reporters first, as they take longer to prepare stories
  - Daily newspaper: contact the Technology, Education and/or Science Editor or Reporter
  - Weekly or monthly newspaper: contact the Editor
  - TV station: contact the Assignment Desk/Assignment Editor/Weekend Assignment Editor and the Technology, Education and/or Science reporter
  - Radio station: contact the Program Director
- Keep a running list of the media with whom you speak, and the outcome. Use this list to generate a media attendance list for your event and cross-check against it when searching for coverage after your event.
- Media will find opening ceremonies, final rounds and closing ceremonies most exciting and newsworthy, so encourage them to attend these parts of your event. If you know if/when local VIPs will attend your event and they are willing to make themselves available for interviews, convey this, too.

## Social Media and *FIRST*

Official *FIRST* channels include:

- Facebook:
  - [FIRST](#)
  - [FIRST Robotics Competition](#)
  - [FIRST Tech Challenge](#)
  - [FIRST LEGO League](#)
- Instagram:
  - [FIRST](#)
- Twitter:
  - [FIRST](#)
  - [FIRST Robotics Competition](#)
  - [FIRST Tech Challenge](#)
  - [FIRST LEGO League](#)
  - *Hashtags*: most-frequently used hashtags are...
    - ✓ #omgrobots
    - ✓ #stemsquad
    - ✓ #FIRSTinspires
    - ✓ #FIRSTChamp
    - ✓ #makeitloud
- Twitch
  - [FIRST](#)
- YouTube:
  - [FIRST](#)
  - [FIRST Robotics Competition](#)
  - [FIRST Tech Challenge](#)
  - [FIRST LEGO League](#)
- Blogs:
  - [FIRST Inspire Blog](#), The official *FIRST* blog to inspire young people and those who touch their lives, covering a wide range of topics
  - [FIRST Robotics Competition](#), News from *FIRST* Robotics Competition Headquarters
  - [FIRST Tech Challenge](#), The official blog for *FIRST* Tech Challenge
  - [FIRST LEGO League](#), Community Stories as contributed by *FIRST* LEGO League official correspondents
  - [Alumni and Scholarships](#), News about the *FIRST* Alumni and *FIRST* Scholarship Programs
- LinkedIn:
  - [Alumni LinkedIn Group](#)

*If you would like more information about using social media to promote your Regional/District event(s), please contact Haley Morse at [hmorse@firstinspires.org](mailto:hmorse@firstinspires.org).*

## EVALUATE

### **Track media coverage and compile summary**

- Monitor television news, radio and newspapers to identify any *FIRST* media coverage (e.g. Google News)
- Review your media contact list and call or email reporters who said they would cover the competition to find out when and where the coverage ran
- Submit a list of media contacts and coverage summary to *FIRST* Marketing 3-4 weeks after the event.

Send an email to [marketing@firstinspires.org](mailto:marketing@firstinspires.org) or contact one of the following people in the *FIRST* Marketing Department:

**Haley Morse**  
Manager, Public Relations and Communications  
[hmorse@firstinspires.org](mailto:hmorse@firstinspires.org)

**Brooke Blew**  
Sr. Director, Marketing and Communications  
[bblew@firstinspires.org](mailto:bblew@firstinspires.org)

## Appendix A



## **FIRST® CORE MESSAGES**

## FOR INTERNAL USE ONLY\*

The following key messages should be reviewed and used in communications with the media so that *FIRST*® messages stay clear, concise, and consistent.

\*May be shared with members of the *FIRST* community (e.g. volunteers, sponsors) as a guide to representing *FIRST* to the general public. Not to be published.

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### **ABOUT FIRST®**

- *FIRST* is the world's leading youth-serving nonprofit advancing science, technology, engineering, and math (STEM).
- For 30 years, *FIRST* has combined the rigor of STEM learning with the fun and excitement of traditional sports and the inspiration that comes from community through programs that have a proven impact on learning, interest, and skill-building inside and outside of the classroom.
- *FIRST* engages PreK-12 students in exciting, mentor-based, research and robotics programs that help them become science and technology leaders, as well as well-rounded contributors to society.
- *FIRST* builds powerful mentorship relationships between young people and STEM professionals, helping kids gain confidence to explore the innovation process while they learn valuable STEM, teamwork, and problem-solving skills.
- *FIRST* creates the people who will change the world – today and tomorrow.

***FIRST* offers three mentor-guided, robotics programs for PreK-12 (ages 4-18). Each program can be facilitated in school or after-school, and students can join at any level.**

- *FIRST*® LEGO® League: Grades PreK-8 (ages 4-16; age varies by country)
- *FIRST*® Tech Challenge: Grades 7-12 (ages 12-18)
- *FIRST*® Robotics Competition: Grades 9-12 (ages 14-18)

### **WHO WE INSPIRE**

- Lifelong learners
- Leaders
- Innovators
- Problem solvers
- Dreamers
- Builders
- Makers
- Entrepreneurs

### **IMPACT**

***FIRST* has a proven impact on youth participants according to an independent study by Brandeis University, funded by the Ford Foundation.**

- Brandeis conducted an independent, retrospective study of *FIRST* participants and compared results to a comparison group of non-*FIRST* students with similar backgrounds and academic experiences, including math and science.

- *FIRST* students are significantly more likely to show gains in interest in STEM, STEM careers, understanding of STEM.
- 87% of *FIRST* participants plan to take a more challenging math or science course.
- *FIRST* alumni are 2.6 times more likely to enroll in an engineering course freshman year of college.
- Over 75% of *FIRST* alumni are in a STEM field as a student or professional.
- 90% of *FIRST* participants reported gains in communication.
- 93% of *FIRST* participants reported gains in conflict resolution.
- 95% of *FIRST* participants reported gains in time management.
- 94% of *FIRST* participants reported gains in problem-solving.

***FIRST* provides an education and career path for young innovators with big ideas**

- Through the *FIRST* Scholarship Program, there are more than \$80 million in scholarship funds available to eligible *FIRST* high-school students.
- *FIRST* scholarship providers include colleges, universities, technical programs, professional associations, and corporations.
- Companies that support *FIRST* offer exclusive internship opportunities to *FIRST* alumni through the *FIRST* Internship Portal.

**APPENDIX: B**

***FIRST*® FAQ**



*FIRST*® (For Inspiration and Recognition of Science and Technology) is the world’s leading youth-serving nonprofit advancing science, technology, engineering, and math (STEM). Founded by inventor Dean Kamen in 1989, *FIRST* combines the rigor of STEM learning with the fun and excitement of traditional sports and the inspiration that comes from community through programs that have a proven impact on learning, interest, and skill-building inside and outside of the classroom. *FIRST* engages PreK-12 students in exciting, mentor-based, research and robotics programs that help them become science and technology leaders, as well as well-rounded contributors to society. *FIRST* builds powerful mentorship relationships between young people and STEM professionals, helping kids gain confidence to explore the innovation process while they learn valuable STEM, teamwork, and problem-solving skills. *FIRST* creates the people who will change the world – today and tomorrow.

*FIRST* provides a progression of three international, after-school programs for PreK-12: the *FIRST*® Robotics Competition for Grades 9-12 (ages 14 to 18); the *FIRST*® Tech Challenge for Grades 7-12 (ages 12 to 18); and the *FIRST*® LEGO® League for Grades PreK-8 (ages 4 to 16; ages vary by country). *FIRST* also operates a research, development, and training facility called *FIRST*® Place™ at its headquarters in New Hampshire.



**Who are some of the organizations that sponsor *FIRST*?**

*FIRST* is supported by a strong network of corporations, educational and professional institutions, and individuals. Some of the world’s most respected companies – including more than 200 of the Fortune 500 companies – provide funding, mentorship time and talent, volunteerism, equipment, and more to make *FIRST* a reality.

***FIRST Strategic Partners – sponsors that support FIRST at the highest level – are:***

3M Company, Amazon, Apple, Argosy Foundation, BAE Systems, Bechtel Corporation, The Boeing Company, Bosch, Disney, Caterpillar, Collins Aerospace, DEKA Research & Development Corporation, Department of Defence STEM, The Dow Chemical Company, FedEx Corporation, Ford, General Motors Company, Google, John Deere, LEGO® Education, Lockheed Martin, National Aeronautics and Space Administration (NASA), NI, Qualcomm® Incorporated, Raytheon Technologies, Rockwell Automation, and TE Connectivity.

LEGO Education is a founding partner of *FIRST* LEGO League. *FIRST* LEGO League is delivered annually through the support of global sponsors Amazon Future Engineer, LEGO Education, and the LEGO Foundation. *FIRST* Tech Challenge sponsors include Season Presenting Sponsor Raytheon Technologies, Official Program Sponsor Qualcomm Incorporated, and Key Sponsor PTC. The Boeing Company is the Season Presenting Sponsor of *FIRST* Robotics Competition.



***FIRST Founding Sponsors are:***

Baxter International Inc., Boston Scientific Corporation, DEKA Research & Development Corporation, Delphi Automotive PLC, FCA Foundation, General Motors Company, Johnson & Johnson, Kleiner Perkins Caufield & Byers (KPCB), Motorola Solutions Foundation, and Xerox Corporation.

***FIRST has Strategic Alliances in place with:***

Alpha Omega Epsilon; American Society for Engineering Education (ASEE); Automation Federation/International Society for Automation (AF/ISA); Boys & Girls Clubs of America (BGCA); Electronic Components Industry Association Foundation; Girl Scouts of the USA; MIT Alumni Association; National 4-H Council; International Society of Automation (ISA); National Center for Women & Information Technology (NCWIT); National Fluid Power Association; National Parent Teacher Association (National PTA); National Robotics Week; Sigma Phi Delta Fraternity; Society of Professional Hispanic Engineers; Society of Women Engineers (SWE); Triangle Fraternity; and Yale Science & Engineering Association (YSEA)

**What does research show about participation in *FIRST*?**

More than a decade of data and research shows that exposing kids to fun, exciting *FIRST* programs builds 21<sup>st</sup> century work skills and greatly increases their motivation to seek education and careers in STEM fields. Learn more at [www.firstinspires.org/about/impact](http://www.firstinspires.org/about/impact).

**How does the education community support *FIRST*?**

*FIRST* provides an education, skill, and career path for young people who might not otherwise have discovered an interest in and pursued education and careers in science and technology. *FIRST* works closely with schools at every level to transform both the perception and reality of education in science and technology. Colleges, universities, and technical programs support *FIRST* by providing scholarship opportunities, sponsoring teams, and providing mentorship, equipment, and facilities. As a result of their support, high school student participants of *FIRST* Robotics Competition and/or *FIRST* Tech Challenge programs are eligible to apply for more than \$80 million in scholarship opportunities through the *FIRST* Scholarship Program to continue education in STEM.

*FIRST* Alumni College Majors:

- 54% Engineering
- 32% Computers/Programmings
- 22% Science
- 11% Math

**Who participates in *FIRST* programs?**

- Approximately 3,079 teams of high-school students competed in ***FIRST*® Robotics Competition** in 30 countries in the 2020-2021 season.
- 5,172 teams of students in Grades 7-12 competed in ***FIRST*® Tech Challenge** in 42 countries in 2020-2021.
- 33,824 teams of students, ages 4-16 (age varies by country), participated in ***FIRST*® LEGO® League** in 69 countries in 2020-21.

- All competitions are intense, exciting, fun, and free for all ages.

### Who manages the teams and events?

FIRST is truly a volunteer-driven organization. For the 2019-20 season, more than 320,000 volunteer roles were filled, with contributions in areas including mentorship, event management, recruitment, and team management. The growth and success of FIRST is a direct result of the efforts of the mentors, parents, teachers, community leaders, and citizens who volunteer their time and talent.

### How can volunteers get involved?

The best ways to start discovering the rewards of FIRST are:

- Attend a FIRST event visit [the FIRST event search](#) to find an event close to you – attendance is free!;
- Contact a mentor from a [local team](#) to assist;
- Visit [the FIRST volunteer website](#) for volunteer/event opportunities; or
- Contact FIRST at 1-800-871-8326 or email [volunteer@firstinspires.org](mailto:volunteer@firstinspires.org).

Interested volunteers can visit our website at [www.firstinspires.org/ways-to-help/volunteer](http://www.firstinspires.org/ways-to-help/volunteer) for more information about how to become a mentor, coach, or event volunteer.

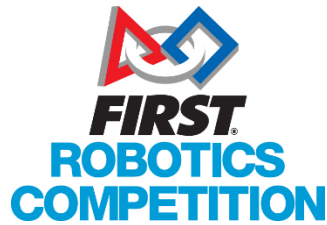
### What is Gracious Professionalism®?

*Gracious Professionalism*® is part of the ethos of FIRST. The idea and phrase are found throughout FIRST, but no one has been a stronger champion than FIRST Distinguished Advisor, Dr. Woodie Flowers.

*“Gracious Professionalism is a way of doing things that encourages high-quality work, emphasizes the value of others, and respects individuals and the community. With Gracious Professionalism, fierce competition and mutual gain are not separate notions. Gracious professionals learn and compete like crazy, but treat one another with respect and kindness in the process.”*

### What is Coopertition®?

*Coopertition*® produces innovation. At FIRST, *Coopertition* is displaying unqualified kindness and respect in the face of fierce competition. *Coopertition* is founded on the concept and a philosophy that teams can and should help and cooperate with each other even as they compete. *Coopertition* involves learning from teammates. It is teaching teammates. It is learning from Mentors. And it is managing and being managed. *Coopertition* means competing always, but assisting and enabling others when you can.



## **FIRST® Robotics Competition FAQ**

### **What is the FIRST® Robotics Competition?**

The *FIRST*® Robotics Competition for Grades 9-12 (ages 14 to 18) is an annual competition that helps young people discover the rewards and excitement of education and careers in science, engineering, and technology. The program challenges high-school-aged students – working with professional Mentors – to design and build a robot, and compete in high-intensity events that reward the effectiveness of each robot, the power of team strategy and collaboration, and the determination of students. In 1992, the initial *FIRST* Robotics Competition took place with 28 teams in a high school gym in New Hampshire. In 2022, the transportation themed season will include more than 3,225 teams from 26 countries competing in 90 District Events, 58 Regional Events, and 11 District Championships, as well as the [FIRST Championship](#).

### **Why involve a professional mentor? Why don't students build the robot themselves?**

*FIRST* creates powerful mentoring relationships between the students and professional mentors. *FIRST* Robotics Competition teams include engineers and other professionals from some of the world's most respected companies. Students work closely with and learn from these "stars" of the engineering world. Meaningful involvement of adults in children's lives is proven as an essential component for developing young people's potential.

### **How is the game played?**

Each year's Kickoff event unveils a new, exciting, and challenging game. From the Kickoff, teams have limited time to build and program a robot to compete in the game using a kit of parts provided by *FIRST* and a standard set of rules. RAPID REACT Presented By The Boeing Company, the 2022 *FIRST* Robotics Competition game, finds teams reimagining the future of safe and high-speed transport, rushing to load critical cargo and propel the evolution of transportation forward. Robots begin on their respective tarmacs and are preloaded with cargo, and once "cleared for takeoff," can deliver their payloads and collect additional cargo for delivery. Robots can receive assistance from human players at the terminal and can earn points for reaching various hanger rungs before the match is over.

### **Who participates in the competition?**

During the 2019 season, nearly 100,000 high-school students on 3,800 *FIRST* Robotics Competition teams competed in 100 District Events, 11 District Championships, and 62 Regional Events (in the U.S., Australia, Canada, Israel, Mexico, and Turkey), and the *FIRST* Championship. Teams are comprised of professional mentors and 10 or more student members in grades 9-12. In addition, each *FIRST* team has one or more sponsors. Those sponsors

include companies, universities, or professional organizations that donate their time, talent, funds, equipment, and much more to the team effort.

### **Is scientific, technology, or mathematic expertise required for students to participate in the *FIRST* Robotics Competition?**

*FIRST* invites students who may not be predisposed to science, math, or technology to participate. In fact, *FIRST* Robotics Competition is designed to inspire, motivate, and encourage students to learn basic principles while challenging more experienced students. Since there are critical roles for students in everything from design and building, to fundraising and research, to marketing, every student can actively participate and benefit.

### **What do the students gain from participating?**

Throughout their *FIRST* experience, students gain maturity, build self-confidence, learn teamwork, and gain an understanding of professionalism. Students have fun while building a network of friends and professional mentors who enrich their lives.

Any *FIRST* Robotics Competition participant is eligible to apply for more than \$80 million in scholarships from leading colleges, universities, and technical programs.

A series of awards honor accomplishments in areas including engineering, design excellence, competitive play, sportsmanship, and high-impact partnerships between schools, businesses, and communities. A judging committee of distinguished professionals makes award decisions. The most prestigious award is the Chairman's Award, which recognizes the team that best represents a model for other teams to emulate and best embodies the purpose and goals of *FIRST*.

### **Are there other benefits to participating?**

Young people gain the skills and knowledge to fill one of the more than two million STEM-related positions available in the U.S. today. Sponsors benefit by finding future employees and interns. Mentors benefit from renewed inspiration and a reminder as to why they chose science, technology, engineering, and math (STEM) as a career. Volunteers are recognized as an integral and vital part of the way in which young people connect to the real world, in their own communities and in the world at large.

The majority of *FIRST* Robotics Competition participants participate in key STEM activities on the team and experience gains in a number of outcomes, for example\*:

- 92% expressed an increased interest in going to college
- 88% expressed an increased interest in doing well in school
- 97% expressed an increased desire to learn more about STEM
- 92% gained self-confidence
- 99% increased teamwork skills
- 95% increased leadership skills
- 99% felt better able to solve unexpected problems

\*Source: Cross-Program Evaluation of the *FIRST* Tech Challenge and the *FIRST* Robotics Competition (2011)

## APPENDIX: C

### Press Materials – Samples & Templates

#### CONTENTS

- Calendar Alert Template
- Media Advisory Template
- Pre-competition Press Release Template
- Post-competition Press Release Sample
- *FIRST*® Boilerplate

Note: For brand and company identity purposes, it is important to communicate the proper use of *FIRST* by consistently using it correctly in all press materials. *FIRST* should always appear in all capital, italicized letters.

The first time *FIRST* appears on a page the ® symbol should be used as follows: *FIRST*®. (See Appendix F for additional information regarding *FIRST* trademarks.) Editors may download high-resolution logos and photos for all programs at [www.firstinspires.org/brand](http://www.firstinspires.org/brand). Program photos can be found and downloaded at:

[\*FIRST\*® LEGO® League](#)

[\*FIRST\*® Tech Challenge](#)

[\*FIRST\*® Robotics Competition](#)

**\*\*\* Calendar Alert \*\*\***

*The following is a sample template. Calendar Alert should be customized [see highlighted areas] with Regional information and faxed or emailed to calendar sections at local dailies 4 weeks prior to event kick-off. Some media outlets require the information be submitted online at their site.*



CONTACT: [NAME]  
[NUMBER]  
[EMAIL]

**Local Students Compete to Qualify for Global Robotics Championship at  
FIRST® Robotics Competition [Regional or District] Event**

**Event:** FIRST® Robotics Competition [REGIONAL or DISTRICT NAME]

**What:** More than [NUMBER OF TEAMS] area high schools will bring students, teachers, mentors, sponsors and family members to participate in the FIRST® Robotics Competition. This high-tech sporting event will produce excitement and energy for participants and spectators alike, as teams compete for honors and recognition that reward design excellence, sportsmanship, teamwork, and more.

RAPID REACT Presented By The Boeing Company, the 2022 FIRST Robotics Competition game, finds teams reimagining the future of safe and high-speed transport, rushing to load critical cargo and propel the evolution of transportation forward. Robots begin on their respective tarmacs and are preloaded with cargo, and once “cleared for takeoff,” can deliver their payloads and collect additional cargo for delivery. Robots can receive assistance from human players at the terminal and can earn points for reaching various hanger rungs before the match is over.

FIRST® (For Inspiration and Recognition of Science and Technology) is a not-for-profit organization, founded by inventor Dean Kamen, dedicated to inspire an appreciation of science and technology in young people. The FIRST Robotics Competition is a program that challenges high school students – working with professional mentors – to design and build a robot to contend in competitions that measure the effectiveness of each robot, the power of collaboration and the determination of students.

**When:** [INSERT DATE]  
**Time:** [INSERT TIME] a.m. – [INSERT TIME] p.m.  
**Where:** [LOCATION]  
[STREET ADDRESS]  
[CITY, STATE]

**Details:** Admission is free. More information: [www.firstinspires.org](http://www.firstinspires.org)

**About FIRST®**

FIRST® is a robotics community that prepares young people for the future through a suite of inclusive, team-based robotics programs for ages 4-18 (PreK-12) that can be facilitated in school or in structured afterschool programs. Boosted by a global support system of volunteers, educators, and sponsors that include over 200 of the Fortune 500 companies, teams operate under a signature set of [FIRST Core Values](#) to conduct research, fundraise, design, build, and showcase their achievements during annual challenges. An international not-for-profit organization founded by accomplished inventor Dean Kamen in 1989, FIRST has a [proven impact](#) on STEM learning, interest, and skill-building well beyond high school. [Alumni](#) of FIRST programs gain access to exclusive scholarships, internships, and other opportunities that create connections and open pathways to a wide variety of careers. Learn more at [firstinspires.org](http://firstinspires.org).

To learn more about FIRST, go to [www.firstinspires.org](http://www.firstinspires.org)

**\*\*\* Media Advisory \*\*\***

*The following page is a sample template. Media Advisory should be customized [see highlighted areas] with Regional information and faxed or emailed to broadcast assignment editors and photo desks at local dailies and broadcast stations 3 days, 2 days and 1 day (3 times) prior to event kick-off. Follow up Media Advisory with a phone call.*



FOR IMMEDIATE RELEASE

CONTACT: [NAME]  
[NUMBER]  
[EMAIL]

**High School Students Put Robots to the Test, Compete to Qualify for Global FIRST®  
Robotics Championship at [Regional or District] Event**

**[#]** *Local Teams to Compete for Awards, Qualification for International Championship*

**Who:** Student teams from local school districts and [#] surrounding states will participate in the FIRST® Robotics Competition [REGIONAL OR DISTRICT NAME] for an opportunity to win regional recognition for design excellence, sportsmanship, teamwork, and more, and advance to the FIRST Championship competition. The public is encouraged to attend, catch the excitement of this intense competition, and cheer on their favorite teams. Admission is free.

RAPID REACT Presented By The Boeing Company, the 2022 FIRST Robotics Competition game, finds teams reimagining the future of safe and high-speed transport, rushing to load critical cargo and propel the evolution of transportation forward. Robots begin on their respective tarmacs and are preloaded with cargo, and once “cleared for takeoff,” can deliver their payloads and collect additional cargo for delivery. Robots can receive assistance from human players at the terminal and can earn points for reaching various hanger rungs before the match is over.

[LIST NOTABLE GUEST HERE] will be in attendance to [DESCRIBE INVOLVEMENT, TIME & LOCATION]

Teams from [cities/states] will be competing, including [LIST LOCAL TEAMS/SCHOOLS].

**What:** The FIRST Robotics Competition is a program that challenges high school students – working with professional Mentors – to design and build a robot to contend in competitions that measure the effectiveness of each robot, the power of collaboration, and the determination of students. Teams in the FIRST Robotics Competition [REGIONAL OR DISTRICT NAME] Regional will vie for regional awards and a spot at the FIRST® Championship to be held April 20-23 at the George R. Brown Convention Center in Houston, Texas. The competition is part of FIRST, a not-for-profit organization dedicated to inspire young people’s interest and participation in science and technology.

To learn more about FIRST, go to [www.firstinspires.org](http://www.firstinspires.org)

**When:**

<b>Thursday, [DATE]</b>	8:00 a.m. – 12:00 p.m. - Robot testing and inspection
<b>Friday, [DATE]</b>	9:00 a.m. – 9:20 a.m. - Opening ceremonies 9:20 a.m. – 4:30 p.m. - Qualifying matches
<b>Saturday, [DATE]</b>	9:00 a.m. – 9:20 a.m. - Opening ceremonies and Sponsor keynotes 9:20 a.m. - 12:00 p.m. - Qualifying matches 1:00 p.m. - 3:00 p.m. - Final rounds matches 3:00 p.m. – Awards & closing ceremonies

**Where:** [LOCATION]  
[ADDRESS]  
[PHONE NUMBER]

**Photo Opp:** Students testing, tuning up, and competing with their robots. Watch student teams of two Alliances with three robots each score as many points as possible by placing power cubes on switches and scales and climbing the scale tower with their robots on a colorful, 8-bit themed playing field. Mentors, school groups, school mascots, family, and fans are cheering on the teams.

**About FIRST®**

FIRST® is a robotics community that prepares young people for the future through a suite of inclusive, team-based robotics programs for ages 4-18 (PreK-12) that can be facilitated in school or in structured afterschool programs. Boosted by a global support system of volunteers, educators, and sponsors that include over 200 of the Fortune 500 companies, teams operate under a signature set of [FIRST Core Values](#) to conduct research, fundraise, design, build, and showcase their achievements during annual challenges. An international not-for-profit organization founded by accomplished inventor Dean Kamen in 1989, FIRST has a [proven impact](#) on STEM learning, interest, and skill-building well beyond high school. [Alumni](#) of FIRST programs gain access to exclusive scholarships, internships, and other opportunities that create connections and open pathways to a wide variety of careers. Learn more at [firstinspires.org](http://firstinspires.org).

###



**\*\*\*Pre-Competition Press Release\*\*\***

***The following page is a sample template. Release should be customized [see highlighted areas] with Regional/District information and given to media at the event, and/or faxed or emailed to the media fax #s day of event. Follow-up with a phone call.***



FOR IMMEDIATE RELEASE

CONTACT: [NAME]  
[NUMBER]  
[EMAIL]

**[LOCATION] HIGH SCHOOL STUDENTS COMPETE TO QUALIFY FOR FIRST® INTERNATIONAL ROBOTICS CHAMPIONSHIP**

*Students Learn Problem-Solving and Teamwork in Addition to Designing and Building Robots by Working with Professional Mentors to participate at [Regional Event Name], [Date]*

**[CITY, STATE, DATE, 2022]** — High-school students from [XX] states and [CITY]-area schools will have the opportunity to showcase their hard work after an intense six weeks of designing and building an original robot in the FIRST® Robotics Competition ([www.firstinspires.org](http://www.firstinspires.org)). This week, at **[VENUE LOCATION]**, [#] teams of students and engineering and technical mentors will demonstrate their skill for science, mathematics, and technology. They will compete for honors and recognition that reward design excellence, competitive play, sportsmanship, and high-impact partnerships between schools, businesses, and communities.

Founded by inventor Dean Kamen, who introduced the Slingshot™ water purification system and the “Luke” robotic prosthetic arm, FIRST (For Inspiration and Recognition of Science and Technology) was created to inspire an appreciation of science and technology in young people, their schools, and their communities. More than [#] students will compete at the **[REGIONAL or DISTRICT NAME]** to earn a spot at the international FIRST® Championship to be held April 20-23 at the George R. Brown Convention Center in Houston, Texas.

RAPID REACT Presented By The Boeing Company, the 2022 FIRST Robotics Competition game, finds teams reimagining the future of safe and high-speed transport, rushing to load critical cargo and propel the evolution of transportation forward. Robots begin on their respective tarmacs and are preloaded with cargo, and once “cleared for takeoff,” can deliver their payloads and collect additional cargo for delivery. Robots can receive assistance from human players at the terminal and can earn points for reaching various hanger rungs before the match is over.

To learn more about FIRST, go to [www.firstinspires.org](http://www.firstinspires.org)

“What we’re doing is way more than a competition. While not every robot can win, all of the kids do,” said Chris Rake, Chief Operating Officer of *FIRST*, adding, “*FIRST* inspires a lifelong love of learning that is critical to persevere in today’s ever-changing workforce. We’re developing the innovators, technology leaders, and creative problem solvers who will make the world a better place.” <REPLACE OR SUPPLEMENT WITH QUOTE(S) FROM LOCAL ORGANIZER OR SPONSOR>

This season, participating *FIRST* students are eligible to apply for more than \$80 million in scholarships being made available by nearly 200 scholarship providers.

With a limited timeframe, students work with professional engineering mentors to design a robot that solves a problem using a Kit of Parts and a standard set of rules. Once these young inventors create the robot, their teams participate in regional competitions that measure the effectiveness of each robot, the power of collaboration, and the determination of students.

*FIRST* Robotics Competition [REGIONAL or DISTRICT NAME] sponsors and volunteers come from some of the most highly regarded organizations in the area, including [REGIONAL SPONSORS]. Sponsors provide resources including time and talent from professional Mentors, services, equipment, financial contributions, and volunteers.

#### **About *FIRST*®**

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###

**\*\*\*Post-Competition Press Release\*\*\***

**The following is a sample from a previous FIRST Robotics Competition Boston Regional. Release should be faxed or emailed to the media immediately following the Closing Ceremonies. Follow up with a phone call and/or send a photo to the editor.**



FOR IMMEDIATE RELEASE

CONTACT: [NAME]  
[NUMBER]  
[EMAIL]

**[LOCATION] HIGH SCHOOL TEAMS QUALIFY FOR INTERNATIONAL ROBOTICS CHAMPIONSHIP**

*Students Advanced Following Competitions Putting Custom-Built Robots to the Test; Others Win Honors for Design, Sportsmanship, Partnership [Sample Only]*

**[CITY/STATE, DATE, 2022]** – Attended by thousands of fans, families, educators and industry leaders, the FIRST® (For Inspiration and Recognition of Science and Technology) Robotics Competition **[EVENT NAME]** awarded several teams with honors that rewarded design excellence, competitive play, sportsmanship and high impact partnerships between schools, businesses and communities. Held at the **[VENUE NAME]** on **[DATES]**, **[XX]** high school student teams competed to earn a spot at the FIRST Championship, to be held April 20-23 at the George R. Brown Convention Center in Houston, Texas

With the hope of winning one of the several coveted awards, high school students worked with professional Mentors to design and build a robot over a six week period that solved a problem using a kit of parts and a standard set of rules.

RAPID REACT Presented By The Boeing Company, the 2022 FIRST Robotics Competition game, finds teams reimagining the future of safe and high-speed transport, rushing to load critical cargo and propel the evolution of transportation forward. Robots begin on their respective tarmacs and are preloaded with cargo, and once “cleared for takeoff,” can deliver their payloads and collect additional cargo for delivery. Robots can receive assistance from human players at the terminal and can earn points for reaching various hanger rungs before the match is over.

“Each team clearly demonstrated teamwork, professionalism and strategic thinking in solving the competition’s challenges,” **[LOCAL FIRST CONTACT]** “The noise level from the audience cheering on the teams was tremendous. Students, school groups, community members and professional team mentors

To learn more about FIRST, go to [www.firstinspires.org](http://www.firstinspires.org)

filled the stands and helped to bring a level of fun and excitement to the competition. With the sustained support of the Boston community, this robotics competition will continue to grow and inspire students to study math, science and engineering.” [USE OR REPLACE WITH QUOTE FROM APPROPRIATE REGIONAL/DISTRICT REPRESENTATIVE]

Students participating in *FIRST* are eligible to apply for over \$80 million dollars in scholarships from leading universities, colleges and companies. Since its beginning, *FIRST* has significantly improved students’ attitudes towards math, science and teamwork. Students who participate show increased interest in pursuing internship and employment opportunities in science and engineering, especially with companies that are involved with *FIRST*.

Winners of the *FIRST* Robotics Competition 2022 **EVENT NAME Awards** include **[SAMPLE ONLY]**:

Award	School
Regional Chairman’s Award** (highest award of the competition)	Provincia de Sao Pedro High School Team #383
Engineering Inspiration Award** (second highest award of competition)	Hillsborough High School Team #75
Woodie Flowers Finalist Award	James Broderick
Outstanding Volunteer of the Year Award	David Burmaster and George Perna
Regional Champion**	Middletown High, Portsmouth High, Tiverton High and Mount Hope High School Team #121 & Cocoa Beach and Rockledge High School Team #233 & Tolman High School Team #1568
Regional Finalists	Trinity High School Team #40 & Quincy Public Schools Team #69 & KHS Robotics ClubTeam #213
Autodesk Visualization Award	Hillsborough High School Team #75
Chrysler Team Spirit Award	Algonquin High School Team #1100
Delphi “Driving Tomorrow’s Technology” Award	Shrewsbury High School Team #467
General Motors Industrial Design Award	Middletown High, Portsmouth High, Tiverton High and Mount Hope High School Team #121
Johnson & Johnson Gracious Professionalism Award	Boston University Academy Team #246
Kleiner Perkins Caufield & Byers Entrepreneurship Award	Clinton High School Team #126
Motorola Quality Award	The Loomis Chaffee School, Windsor High

	School and Metropolitan Learning Center Team #571
Rockwell Automation Innovation in Control Award	Cocoa Beach and Rockledge High School Team #233
XEROX Creativity Award	Assabet Valley Regional Technical High School Team #157
Highest Rookie Seed Award	Westwood High School Team #1757
Imagery Award	Penfield High School Team #1511
Underwriters Laboratories Industrial Safety Award	The Loomis Chaffee School, Windsor High School and Metropolitan Learning Center Team #571
Rookie All-Star Award** (highest rookie award)	Lynn Classical High School and Lynn Vocational Technical Institute Team #1761
Rookie Inspiration Award	Fontbonne Academy Team #1975
Website Award	Fairport High School Team #578
Judges' Awards	Trinity High School Team #40 & Parkway Academy of Technology and Health Team #1909

\*The Chairman’s Award is the most prestigious award of the event and recognizes the team that embodies the goals and purpose of *FIRST* and best represents a model for other teams to emulate.

\*\*Denotes awards where teams qualify to participate in the *FIRST* Championship to be held in Houston, Texas.

**About *FIRST*®**

[FIRST](#)® is a robotics community that prepares young people for the future through a suite of inclusive, team-based robotics programs for ages 4-18 (PreK-12) that can be facilitated in school or in structured afterschool programs. Boosted by a global support system of volunteers, educators, and sponsors that include over 200 of the Fortune 500 companies, teams operate under a signature set of [FIRST Core Values](#) to conduct research, fundraise, design, build, and showcase their achievements during annual challenges. An international not-for-profit organization founded by accomplished inventor Dean Kamen in 1989, FIRST has a [proven impact](#) on STEM learning, interest, and skill-building well beyond high school. [Alumni](#) of FIRST programs gain access to exclusive scholarships, internships, and other opportunities that create connections and open pathways to a wide variety of careers. Learn more at [firstinspires.org](http://firstinspires.org).

###

**\*\*\* FIRST Boilerplate \*\*\***

***Include this brief explanation of FIRST at the end of any FIRST-related press release.***

***Note: This boilerplate should be used as is, and should not be edited in any way.***

**About FIRST®**

[FIRST®](#) is a robotics community that prepares young people for the future through a suite of inclusive, team-based robotics programs for ages 4-18 (PreK-12) that can be facilitated in school or in structured afterschool programs. Boosted by a global support system of volunteers, educators, and sponsors that include over 200 of the Fortune 500 companies, teams operate under a signature set of [FIRST Core Values](#) to conduct research, fundraise, design, build, and showcase their achievements during annual challenges. An international not-for-profit organization founded by accomplished inventor Dean Kamen in 1989, FIRST has a [proven impact](#) on STEM learning, interest, and skill-building well beyond high school. [Alumni](#) of FIRST programs gain access to exclusive scholarships, internships, and other opportunities that create connections and open pathways to a wide variety of careers. Learn more at [firstinspires.org](http://firstinspires.org).

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## APPENDIX: D MEDIA GUIDELINES

These guidelines are for print, broadcast and electronic media, photographers, videographers, production crews, and corporate communications staff attending a *FIRST* event.

### MEDIA GUIDELINES TEMPLATE

2022 *FIRST*® Robotics Competition

<Regional Name>

<Date>

<Location>

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We welcome media and communications individuals to capture images/footage at our events for the purpose of promoting *FIRST*. Images/footage obtained at *FIRST* events may not be used for commercial gain or the advertisement of any commercial product. *FIRST* cannot guarantee that every attendee has consented to your use of their likeness. User assumes any risk/responsibility of using images/footage obtained at the event.

#### Required Registration

All media and communications individuals are required to register and receive a Media Pass at the <check-in location> before beginning any coverage of the event. Proper credentials and a photo ID are required for a Media Pass to be issued.

#### Media Pass

Media Passes must be worn at all times within the <name of facility>. Media and communications individuals without a Media Pass will not be permitted onto the playing field or the pit area. Passes are not transferable.

#### No Access Permitted

Media are not permitted on the actual playing field surface; in areas marked off for human players; on any stage area during opening and closing ceremonies or other special presentations/events; in private venues; VIP areas; Volunteer areas; or judges' areas.

#### Access

Playing Fields: Media are permitted in designated access areas around the playing field. Media are not permitted in areas marked off for human players. **Interviews are permitted in the playing field area but must not block robot entry and exit paths.**

Pit Area: Media are permitted in the Pit Area at all times during the event. Interviews and photography/videography are permitted.

*Gracious Professionalism*® is an important value at FIRST. Media are asked to conduct themselves consistent with *Gracious Professionalism*. Please respect the competitors, Volunteers, and your colleagues as you cover the event. Allow teams the physical and mental space needed to compete fully and freely. At times, the Pit Area may also require team members to be free from distraction. Please be sensitive during filming and always ask permission to shoot and/or conduct interviews.

**Contacts**

<List Media contact(s) – name, email, telephone number>





## APPENDIX: E

### Story Angles

#### **FOR INTERNAL USE ONLY BY FIRST COMMUNITIY** **NOT FOR DISTRIBUTION TO TEAMS**

*When contacting the media, it is important to provide them with story ideas to ‘pique’ their interest.*

- *Review the following list to see if you have teams that fit one of these human interest angles.*
  - *Make sure spokespersons can tell these stories and reference specific teams and individuals that demonstrate the story.*
  - *Make sure spokespersons are in contact with these teams and have appropriate contacts for media.*
- 

#### **Impact:**

- By the time students reach 12th grade, just 1 in 7 remain interested in STEM fields—the fastest growing fields in today’s economy. *FIRST* is reversing the trend to help maintain global leadership in technology and innovation and inspire young people to solve the world’s greatest challenges.
- Specific, positive, tangible results achieved by being part of *FIRST*. For example:
  - Students’ improved academic performance
  - Increased class attendance
  - Graduation statistics or college applications at the school level
  - Internship/employment opportunities for students and sponsors
  - Scholarship opportunities available for *FIRST* participants
- “Life changing” stories about student participants reforming from teen violence/gangs, finding self-confidence, and realizing new scholarship or employment opportunities
- Schools, teachers and/or engineers becoming reinvigorated or positively transformed
- *FIRST* alumni that have graduated in science or engineering and have gone on to productive jobs in industry
- *FIRST* students are presented with unique opportunities as a result of the participation (patents for their ideas/inventions, visits to the White House, etc.)

#### **Community:**

- Volunteers, perhaps a volunteer who was previously a *FIRST* student participant
- Mentorship stories that significantly impact students and adults alike
- Partnerships between schools and sponsoring companies or universities that benefit all
- Cross-generational stories that connect high school students, younger children, parents and adult professionals

**Business:**

- Why businesses sponsor, support and/or mentor
- Workforce development/enriching the job pool for future generations

**Diversity:**

- Physically challenged students in active team roles
- All-female teams
- Teams with a diverse profile of participants across gender, race and social demographics
- Inner city/urban teams that bring distinction to their schools and students
- First year (“Rookie”) teams and/or teams from rural/underserved areas that may struggle but succeed by overcoming challenges
- Long-established teams that can provide stories of years of positive impact

**Other:**

- A day-in-the-life story about the competition – the achievements, the learning and the challenges
- A feature story about preparing for the competition and then competing
- A story about how *FIRST* uses the robotics competition as the vehicle to drive inspiration and opportunities for young people (e.g., participants build self-confidence, life skills and a sense of community. *FIRST* creates communicators, entrepreneurs, leaders, and collaborators)
- A story about *Gracious Professionalism*® and how teams compete fiercely but at the same time build exemplary partnerships and create positive community change
- A story about how *FIRST* changes the definition of “winning” so that everyone wins by participating meaningfully
- A story about how *FIRST* is “changing the culture” to one where scientists and engineers are celebrated as widely and loudly as athletes and celebrities.
- A story about how *FIRST* is part of the STEM education movement
- A story about how *FIRST* inspires young women to pursue STEM careers
- A story about *FIRST* teams being formed within Alliance organizations such as Girl Scouts, Boys and Girls Clubs of America, etc.

## APPENDIX: F

### **FIRST® Robotics Competition Impact**

**FIRST Robotics Competition programs provide an engaging hands-on learning experience for participating youth.**

- Over 86% of *FIRST* Robotics Competition participants reported that they were involved in the key activities of deciding an overall strategy, gathering information and reviewing rules, designing the team's robot, and building the robot or a specific part of the robot.
- Most had an opportunity to attend one or more competitions as part of their team experience (86%), and almost all had a chance to do different jobs on the team and take on important responsibilities (over 93%).

**FIRST Robotics Competition provides participants with opportunities to work with an adult or mentor with a background in STEM.**

- The majority of participants report that a mentor or coach with technical experience worked with their teams (90%), that they had a chance to get to know an adult on the team (93%) and that they learned a lot from the adults on their team (92%).

**FIRST Robotics Competition increases participant interest, knowledge and skills in science, technology, engineering and math.**

- 95% of *FIRST* Robotics Competition participants report gaining a better understanding about how science and technology can be used to solve problems in the real world and that subjects they learned in school have real-world applications.
- Most *FIRST* Robotics Competition participants indicate that they gained mechanical or technical skills (93%) and learned that they could be good at computers or robotics (92%).
- The large majority of *FIRST* Robotics Competition participants indicate that *FIRST* helped them learn how to explain the process used in designing a robot (92%), explain the scientific ideas the team used in building the robot (92%), how to solve problems when designing or programming a robot (94%) and how to use math to help solve a problem in the real world (90%).

**FIRST Robotics Competition programs are exposing participants to STEM careers and increasing their interest in pursuing STEM careers.**

- 91% of participants in *FIRST* Robotics Competition reported learning about some of the jobs people do that use science and technology.
- More than 95% of *FIRST* Robotics Competition participants report that, as a result of *FIRST*, they wanted to learn more about science and technology and how science and technology can be used to solve problems in the real world.
- *FIRST* Robotics Competition participants reported: an increased interest in doing well in school (88%); gaining a better idea of what they wanted to study in college (89%); increased interest in taking more challenging science or math courses (90%); and an increased interest in going to college (92%).
- *FIRST* Robotics Competition participants also reported an increased interest in having a STEM-related career. Roughly 90% reported being more interested in a job or career that uses science or technology, and specifically that they were interested in being a scientist or engineer (83%).

**FIRST Robotics Competition programs increase work and life skills of participants.**

- Most of the participants reported learning or strengthening an array of practical workplace and life skills, including teamwork, problem-solving, planning and communications skills.

- More than 94% of participants reported gaining practical teamwork and interpersonal skills: working as a team on a project; solving disagreements between team members; accepting other people's ideas and suggestions; getting along with students, co-workers, teachers and supervisors; working well with both males and females on a team; and working cooperatively with people that you do not know well.
- Over 94% of participants reported gaining practical planning and problem-solving skills: how to develop a plan; solve unexpected problems; manage their time; and use trial and error.

**Young women have engaging experiences in the *FIRST* Robotics Competition program and are increasing their interest in STEM and STEM careers.**

- The large majority of girls on *FIRST* Robotics Competition teams reported that they had important responsibilities on the team (94%), had lots of different jobs on the team (89%), and had a leadership role on the team (80%). Activities that girls participated in include: deciding the team's overall strategy for the competition (82%), reviewing the competition rules for the team (89%), designing the team's robot or specific part of the robot (74%), building the robot or a specific part of the robot (81%), working on or operating the robot during a tournament (61%), making a presentation or talking to judges at a tournament (73%), participating in a community service project with the team (78%), and conducting fundraising and publicity activities (89%).
- The majority of girls in *FIRST* Robotics Competition experienced positive outcomes on school and career interests. In *FIRST* Robotics Competition, girls indicate that they planned to take a more challenging math or science class next year (90%), are more interested in going to college (92%), are more interested in having a job or career that uses science or technology (82%) and are interested in being a scientist or engineer (72%).

**Participants in *FIRST* Robotics Competition are satisfied with the program, and plan to participate in a *FIRST* program next year.**

- 96% of *FIRST* Robotics Competition participants rate their experience as good or excellent.
- 74% of *FIRST* Robotics Competition participants plan to participate in a program next year. The major reason for not participating is graduation from high school.
- Of those who participated in another non-*FIRST* robotics program, over half indicated that their experience on a *FIRST* team was better than the other program.

**Enabling Careers in Science & Technology**

*FIRST* alumni are:

- 10 times as likely to have had an apprenticeship, internship, or co-op job in their college freshman year (27% vs. 3%).
- More than twice as likely to expect to have a science or technology-related career after college (45% vs. 20%).
- Over three times as likely to pursue a career in engineering (31% vs. 8%).

Source: "More Than Robots: An Evaluation of the *FIRST* Robotics Competition Participant and Institutional Impacts" (2005), an independent study funded by the Ford Foundation and conducted by the Center for Youth and Communities, Heller School for Social Policy and Management, Brandeis University.

Source: "FTC/FRC Cross-Program Evaluation – Final Report" (2011), conducted by the Center for Youth and Communities, Brandeis University.

Complete study is available at <http://www.firstinspires.org/about/impact>.

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**APPENDIX: G**

[Policy on the Use of FIRST® Trademarks and Copyrighted Materials \(including FIRST and The LEGO Group Intellectual Property\)](#)

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## APPENDIX: H

FIRST® Branding & Design Standards available online at <http://www.firstinspires.org/brand>.

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## APPENDIX: I

*FIRST Impact Infographic* available online at <http://www.firstinspires.org/about/impact>

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## APPENDIX: J FIRST® Alliances

FIRST shares a fundamental vision with professional organizations, national nonprofits, college/university alumni groups and others committed to sustaining key programs that 'ignite young minds'. These national relationships help increase the visibility of FIRST programs and provide valuable resources from state/local chapters. FIRST is pleased to acknowledge the current Alliances who play a key role in our success.

### STRATEGIC ALLIANCES: *(as of 1.1.2022)*

**Alpha Omega Epsilon**

*International Engineering/Technical Science Sorority*  
[www.alphaomegaepsilon.org](http://www.alphaomegaepsilon.org)

**American Society for Engineering Education (ASEE)**

[www.asee.org](http://www.asee.org)

**Automation Federation / International Society for Automation (ISA)**

[www.automationfederation.org](http://www.automationfederation.org) • [www.isa.org](http://www.isa.org)

**Boys and Girls Clubs of America**

[www.bgca.org](http://www.bgca.org)

**Electronic Components Industry Association (ECIA) Foundation**

[www.ecianow.org](http://www.ecianow.org)

**Girl Scouts of the USA**

[www.girlscouts.org](http://www.girlscouts.org)

**International Society of Automation**

[www.isa.org](http://www.isa.org)

**Massachusetts Institute of Technology (MIT) Alumni Association**

[www.alum.mit.edu](http://www.alum.mit.edu)

**National 4-H Council**

[www.4-H.org](http://www.4-H.org)

**National Center for Women & Information Technology (NCWIT)**

[www.ncwit.org](http://www.ncwit.org)

**National Fluid Power Association (NFPA) Foundation**

[www.nfpa.com](http://www.nfpa.com)

**National Parent Teacher Association (National PTA®)**

[www.pta.org](http://www.pta.org)

**National Robotics Week**

[www.nationalroboticsweek.org](http://www.nationalroboticsweek.org)

**Sigma Phi Delta**

*The Premier International Fraternity of Engineers*

[www.sigmaphidelta.org](http://www.sigmaphidelta.org)

**Society of Professional Hispanic Engineers (SHPE) Foundation**

[www.shpefoundation.org](http://www.shpefoundation.org)

**Society of Women Engineers (SWE)**

[www.societyofwomenengineers.swe.org](http://www.societyofwomenengineers.swe.org)

**Triangle Fraternity**

[www.triangle.org](http://www.triangle.org)

**Yale Science & Engineering Association (YSEA)**

[www.ysea.org](http://www.ysea.org)

FIRST is always seeking collaborative relationships with organizations that promote career opportunities in science, technology, engineering and math (STEM) that are looking for significant mentor, coach, and volunteer opportunities for their members.

For more information, contact:

FIRST Alliances

[alliances@firstinspires.org](mailto:alliances@firstinspires.org)



