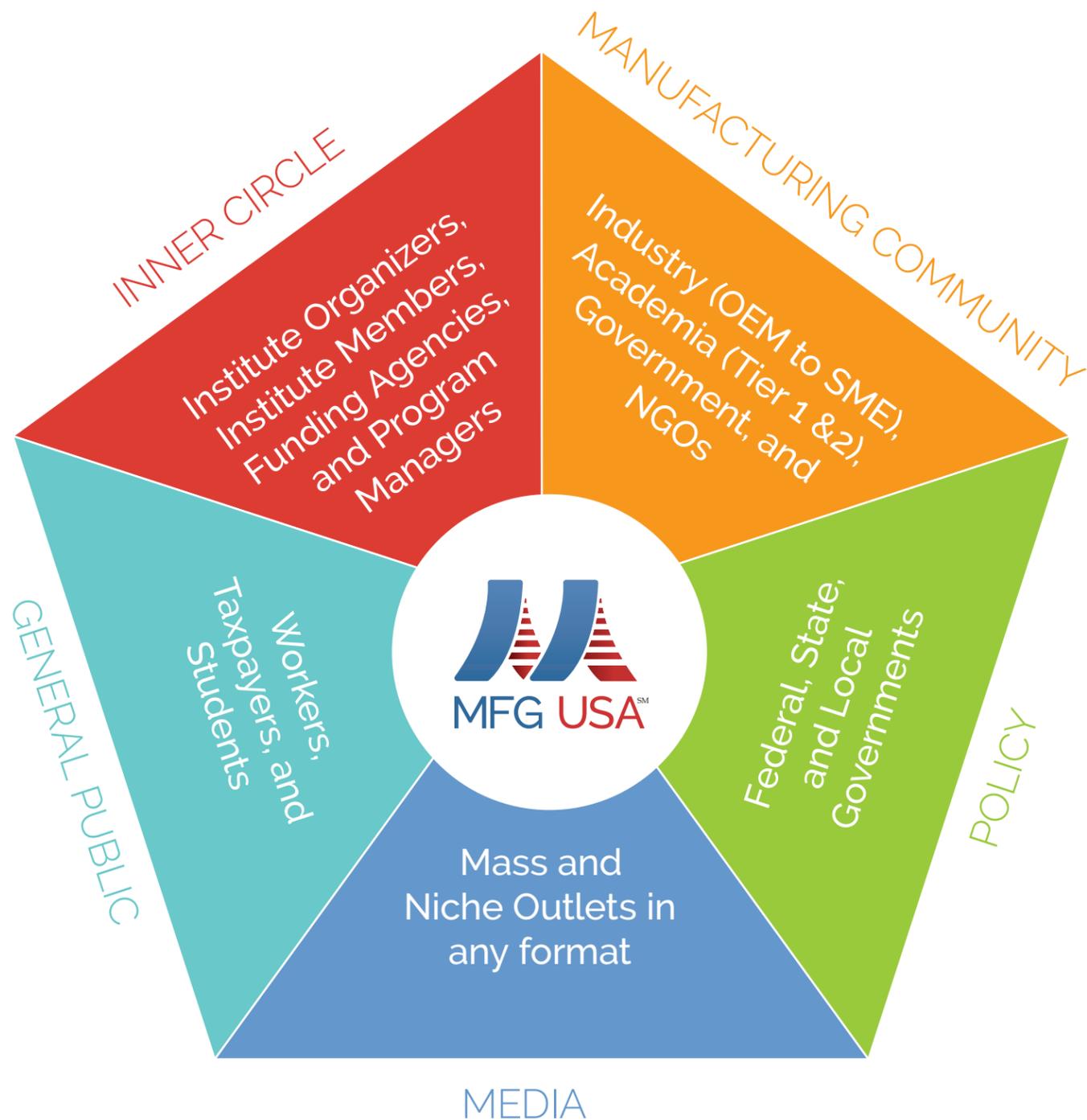


# AUDIENCES

Engage with the Program for different reasons. Knowing the audience and focusing on their needs increases their engagement with us. Some key messages resonate more with certain audiences.



INNER CIRCLE	MANUFACTURING COMMUNITY	POLICY	MEDIA	GENERAL PUBLIC	KEY MESSAGES
▲	▲				You are part of something bigger — a family that is greater than the sum of its parts, benefiting the greater good.
▲	▲				You are building a new future through shared risks, with shared rewards.
▲	▲			▲	A strong Manufacturing sector leads to economic and security opportunities, from individual and collective returns on investment, to jobs and training, and to improved quality of life.
	▲			▲	The future of Manufacturing is secure for workers and investment.
		▲	▲	▲	People believe in the mission of Manufacturing USA.
		▲	▲	▲	The public investment in Manufacturing is paying off. The Program is working. America is safer. Local, regional, and national economies are growing. Technology is advancing and positively impacting lives.
			▲	▲	You hold the Program accountable, helping build public trust by ensuring investments are justified and there is a return on them.
			▲		There are stories to be told about the successes in Manufacturing, from the impact on everyday lives to exciting innovations, that will attract audiences.

# Manufacturing Community

Industry (OEM to SME)  
Academia (Tier 1 & 2)  
Government  
NGO

## DESIRED ACTION

How can this audience engage?

- ▶ Invest
- ▶ Develop solutions
- ▶ Buy into U.S. advanced manufacturing
- ▶ Train workers

## OUTCOMES

What comes from their engagement?

- ▶ Jobs/economic opportunities
- ▶ U.S. competitiveness
- ▶ Institute sustainability
- ▶ New investments
- ▶ Established research agenda

## WHAT THEY NEED OVERALL

- ▶ Clear definition of the value proposition and opportunities from the Program
- ▶ Understanding of how the Program is structured and confidence in its future
- ▶ Understanding of costs and benefits to members
- ▶ Understanding of how Advanced Manufacturing can directly benefit their business

## PROGRAM OPPORTUNITIES

- ▶ Strong stories of success
- ▶ Clear leadership in innovation and advance manufacturing technologies (centers of excellence)
- ▶ Federal backing
- ▶ Defined member structures, benefits, and opportunities

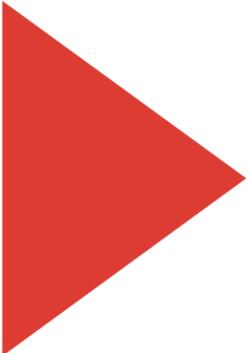
## KEY MESSAGES

- ▶ *You are part of something bigger — a family that is greater than the sum of its parts, benefiting the greater good.*
- ▶ *You are building a new future through shared risks, with shared rewards.*
- ▶ *The future of Manufacturing is secure for workers and investment.*
- ▶ *A strong Manufacturing sector leads to economic and security opportunities, from individual and collective returns on investment, to jobs and training, and to improved quality of life.*

NEEDS

OPPORTUNITIES

	INDUSTRY	ACADEMIA	GOVERNMENT	NGO
NEEDS	<ul style="list-style-type: none"> <li>● Large companies struggle to innovate. They can't get out of their own way and can be risk averse. Testing new ideas is costly.</li> <li>● Small companies struggle with resources to meet the competition but fuel innovation because they are nimble and agile.</li> <li>● Both struggle to meet their workforce needs which limits their ability to grow.</li> </ul>	<ul style="list-style-type: none"> <li>● Funding and getting published are the life blood and priority of academia.</li> <li>● It's difficult to get real-world application of research to further opportunities.</li> <li>● The lack of real-world application presents a barrier for academia to connect with industry.</li> <li>● Students, both university and tech school, aren't considering manufacturing as a potential future because of the stigmas associated with it.</li> </ul>	<ul style="list-style-type: none"> <li>● Public opinion and media support are required to drive the public debate and agenda for the Program.</li> <li>● Transparency in funding and administration are required, as well as demonstration of the return on investment.</li> <li>● Showing return on investment can be difficult if results are not immediate or tangible, which makes continued Program support a "hard" decision. Making too many "hard" decisions can lead to lack of political support.</li> </ul>	<ul style="list-style-type: none"> <li>● Lack of financial resources restricts their investment.</li> <li>● They serve the best interests of their members and/or mission.</li> <li>● For nonprofits, there may be limitations on partnerships and investment to maintain their status.</li> </ul>
OPPORTUNITIES	<ul style="list-style-type: none"> <li>● Introduce companies to partners and customers that can help them meet their needs</li> <li>● Provide access to Institute equipment, talent, and research facilities</li> <li>● Mitigate risks that come with experimentation and innovation</li> <li>● Develop the next generation workforce and provide retraining opportunities</li> </ul>	<ul style="list-style-type: none"> <li>● Promote successful launch of research in the market.</li> <li>● Continue funding research and promote opportunities for funding.</li> <li>● Market success to industry partners</li> <li>● Continue funding projects relevant to researchers and help them understand the research agenda being set by industry</li> </ul>	<ul style="list-style-type: none"> <li>● Demonstrate value of public investment, incremental successes, and ultimate return on investment</li> <li>● Tell the success stories to win public opinion, which makes Program support an "easy" decision</li> <li>● Promote job creation and America's manufacturing global leadership</li> </ul>	<ul style="list-style-type: none"> <li>● Illustrate successful partnerships</li> <li>● Show Program benefits for their members and how it helps them meet their mission</li> </ul>



# Inner Circle

*Institute Organizers, Staff, and Members  
Funding Agencies  
Program Managers*

## DESIRED ACTION

*How can this audience be engaged?*

- ▶ Contribute money, resources, and influence to an Institute
- ▶ Participate in the Program and/or Network

## OUTCOMES

*What comes from their engagement?*

- ▶ Jobs/economic opportunities
- ▶ U.S. competitiveness
- ▶ Institute sustainability
- ▶ Program sustainability
- ▶ New technology

## PROGRAM OPPORTUNITIES

- ▶ Help Institutes attract new members by showing the collaborative nature of the Program and the legitimacy of government support lends in terms of stability.
- ▶ Promote the Program's successes to show other audiences it is working.
- ▶ Change perceptions around manufacturing and show its future is bright.
- ▶ Spotlight the opportunities for jobs and careers in manufacturing to build the next generation workforce.
- ▶ Give examples of ideas fostered by the Program going to market, highlighting how the Program influenced the process.
- ▶ Show the Program delivers value at the pace of commercial need.

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## WHAT THEY NEED

- ▶ They believe in the Program and benefit from the legitimacy and stability that comes with government support to further growth and ultimate sustainability, but they value their independence as individual public/private partnerships.
- ▶ They need to see federal commitment to purpose and mission of program. They are concerned with the lack of definition about what that support looks like after the initial startup funding stage.
- ▶ They need justification for their investment whether through a clear value proposition up front or quantifiable results on the back.

## KEY MESSAGES

- *You are part of something bigger – a family that is greater than the sum of its parts, benefiting the greater good.*
- *You are building a new future through shared risks, with shared rewards.*
- *A strong Manufacturing sector leads to economic and security opportunities, from individual and collective returns on investment, jobs and training, and improved quality of life.*



# Policy

Federal Government  
State Government  
Local Government

## DESIRED ACTION

*How can this audience engage?*

- ▶ Pave the way for funding and resources
- ▶ Support funding

## OUTCOMES

*What comes from their engagement?*

- ▶ Jobs/economic opportunities
- ▶ U.S. competitiveness
- ▶ Program sustainability
- ▶ New Institute funding
- ▶ Manufacturing policy agenda

## PROGRAM OPPORTUNITIES

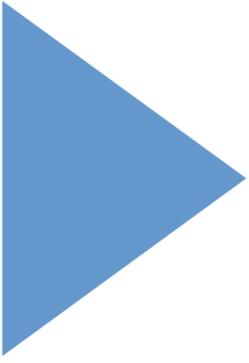
- ▶ Show the bipartisan nature/support of the Program. Recruit bipartisan champions.
- ▶ Show the return on public investment with specifics on how Program is being funded and the concrete results.
- ▶ Show constituents are behind the Program to make "easy decisions." Ask Institutes to recruit vocal supporters, and pitch stories to local media that can be touted by the Program.
- ▶ Use distinct brand and clear, consistent communication to differentiate the Program.
- ▶ Clear reporting and messaging about how funds are being used and the impact on the economy.
- ▶ Demonstrate impacts to economy, security, and competitiveness.

## WHAT THEY NEED

- ▶ Party lines can get in the way of supporting Programs. They need to see bi-partisan reasons for support.
- ▶ Making "hard decisions" (against popular sentiment with party or constituents) can have detrimental effect on political capital.
- ▶ Need to see how the Program benefits their district.
- ▶ Must have transparency on how the money will be spent (skepticism that this is corporate welfare).
- ▶ Hard to differentiate between government programs, and there is overlap in missions between programs.
- ▶ Quantifiable results of the program.
- ▶ Confidence in the program's effectiveness and efficiency in the use of the taxpayer's money.
- ▶ Understanding of what Advanced Manufacturing is and how it impacts the public.

## KEY MESSAGES

- *People believe in the mission of Manufacturing USA.*
- *A strong Manufacturing sector leads to economic and security opportunities, from individual and collective returns on investment, jobs and training, and improved quality of life.*
- *The public investment in Manufacturing is paying off. The Program is working. America is safer. Local, regional, and national economies are growing. Technology is advancing and positively impacting lives.*



# Media

*Mass and Niche  
All Formats*

## DESIRED ACTION

*How can this audience engage?*

- ▶ Hold program accountable
- ▶ Promote Program success
- ▶ Amplify reach

## OUTCOMES

*What comes from their engagement?*

- ▶ Transparency and accountability
- ▶ Vibrant public debate
- ▶ Increased awareness of industry and technology development

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## WHAT THEY NEED

- ▶ They must see the value and relevance of the story in concrete readership/viewership.
- ▶ The media is cynical by nature, so evaluate messages to them with skepticism in mind.
- ▶ Controversy and conflict traditionally attract more attention, so telling success stories has to be sold.
- ▶ Quality information from reliable and respected sources on the topics they cover are essential.
- ▶ They may not understand what Advanced Manufacturing is and how it impacts the public.
- ▶ The media is looking for a unique and compelling angle or point of view. They especially want a scoop or some element of exclusivity.

## PROGRAM OPPORTUNITIES

- ▶ Make the stories easy for the media to tell by providing concrete, unbiased information in formats that are "plug and play."
- ▶ Think beyond press releases and interview pitches. Provide graphics and multimedia for their use.
- ▶ Use readership/viewership studies to support the kind of stories the Program has to tell.
- ▶ Share national and local success stories, and connect them with sources for their own coverage.
- ▶ Demonstrate impacts to local and national economy, security, and competitiveness
- ▶ Share stories about the R&D of leading-edge technology.
- ▶ Provide photos and video (live or produced) of cutting-edge products or processes.

## KEY MESSAGES

- *People believe in the mission of Manufacturing USA.*
- *There are stories to be told about the successes in Manufacturing, from feel-good people stories to exciting innovations, that will attract readers/viewers/users.*
- *You hold the Program accountable, helping build public trust by ensuring investments are justified and there is a return on them.*
- *The public investment in Manufacturing is paying off. The Program is working. America is safer. Local, regional, and national economies are growing. Technology is advancing and positively impacting lives.*

# General Public

Taxpayers  
Workers  
Students

## DESIRED ACTION

*How can this audience engage?*

- ▶ See the value of public investment
- ▶ See THEIR future in American manufacturing
- ▶ Spread the word
- ▶ Get training and participate in new industries

## OUTCOMES

*What comes from their engagement?*

- ▶ Driven public agenda
- ▶ Increased public optimism
- ▶ Program support
- ▶ Program advocacy

## PROGRAM OPPORTUNITIES

- ▶ Show the growth of new or retooled local economy, especially job growth and opportunity.
- ▶ Show affordable job training and new opportunities. Tell personal success stories to help workers see their future in manufacturing.
- ▶ Change perception of manufacturing in America and America's global leadership.
- ▶ Demonstrate the value of public investment and show specific returns on the investment.
- ▶ Showcase local success stories.
- ▶ Demonstrate impacts to the national economy, security, and competitiveness.
- ▶ Show the future of the workforce and emerging career opportunities.
- ▶ Tell stories about the R&D of leading-edge technologies that will shape the future.

## WHAT THEY NEED

- ▶ The general public has seen the decline of the manufacturing sector and felt it personally as jobs have been lost. There is a sense of despair, anger, and frustration at their situation.
- ▶ They don't see manufacturing as a viable career path for themselves or their families.
- ▶ The hurdles of learning a new skill are daunting for people who have been in the workforce for a long time.
- ▶ They want to have confidence in their economic future.
- ▶ They want to have confidence in the security of the U.S., both economic and safety.
- ▶ They need a feeling of pride in what they do and what their children can aspire to be.

## KEY MESSAGES

- *The future of Manufacturing is secure for workers and investment.*
- *People believe in the mission of Manufacturing USA.*
- *You hold the Program accountable, helping build public trust by ensuring investments are justified and there is a return on them.*
- *The public investment in Manufacturing is paying off. The Program is working. America is safer. Local, regional, and national economies are growing. Technology is advancing and positively impacting lives.*
- *A strong manufacturing sector leads to economic and security opportunities, from individual and collective returns on investment, to jobs and training, and to improved quality of life.*