

ASTTBC Ads Run on Radio NL in Kamloops

During National Technology Week (NTW) ASTTBC ran a series of radio ads on three radio stations in Kamloops - NL610, Country 103 and The River 97.5fm. ASTTBC's purpose was to draw attention to science and technology and the important contribution of Technology Professionals. To hear the [30 second clip](#)

"ASTTBC has built a solid foundation of community awareness in Kamloops over several years," reported ASTTBC Executive Director, John Leech. "Our work in Kamloops has been a great learning experience and one that will serve us well as we continue to build ASTTBC's reach throughout BC with our message about the importance of STEM - Science, Technology, Engineering and Math."

ASTTBC has supported local Kamloops initiatives:

- Big Little Science Centre, with sponsorship totaling over \$28,000
- Bert Edwards Science and Technology Elementary School, with ASTTBC members such as Lyle Killough, AScT on the formation task group
- NorKam Trades and Technology High School, with ASTTBC serving as a strong supporter

ASTTBC has also engage local media:

- Many TV interviews on CFJC TV, the Noon Show
- Interviews on Radio NL 610 with Jim Harrison
- Drop in with Big Little Executive Director Gord Stewart on B-100 radio with Cheryl and Steve

In addition to these sponsorship opportunities and media milestones, John Leech has presented to the Kamloops School Board where he spoke about technology education and careers, the role of Technology Professionals and skills shortages.