

SUGGESTED SCRIPT: STEM EDUCATION

TAKE VO

A NEW SURVEY COMMISSIONED BY EMERSON ON AMERICAN ATTITUDES TOWARD SCIENCE, TECHNOLOGY, ENGINEERING AND MATH FINDS JUST 50% OF PARENTS FEEL VERY CAPABLE HELPING THEIR CHILDREN WITH MATH HOMEWORK. AND THAT NUMBER DROPS TO 41% FOR SCIENCE HOMEWORK. WHILE SOME PARENTS MAY BE INTIMIDATED, YOUTUBE SCIENCE STAR HANK GREEN SAYS PART OF THE FUN IS LEARNING TOGETHER

TAKE SOT

IN: When they ask questions

OUT: figuring stuff out.

TRT = :32

TAKE VO

AND THE PERCEPTION OF STEM CAREERS IS CHANGING IN POSITIVE WAYS

TAKE SOT

IN: People are more aware

OUT: big impact on the world.

TRT = :11

CONTINUE VO

THE SURVEY ALSO REVEALED DIFFERENCES IN PERCEPTION BETWEEN GENERATIONS

TAKE SOT

IN: Millennials are more than

OUT: big impact on people's lives.

TRT = :15

CONTINUE VO

HANK PARTNERED WITH THE ENGINEERING COMPANY TO HELP CONTINUE THE STEM
EDUCATION POSITIVE MOMENTUM

TAKE SOT

IN: Emerson clearly wants to be

OUT: how the world works.

TRT = :31

TAKE VO

TO LEARN MORE VISIT EMERSON.DOT.COM/WE LOVE STEM

{END PKG}