

THIS IS ALABAMA

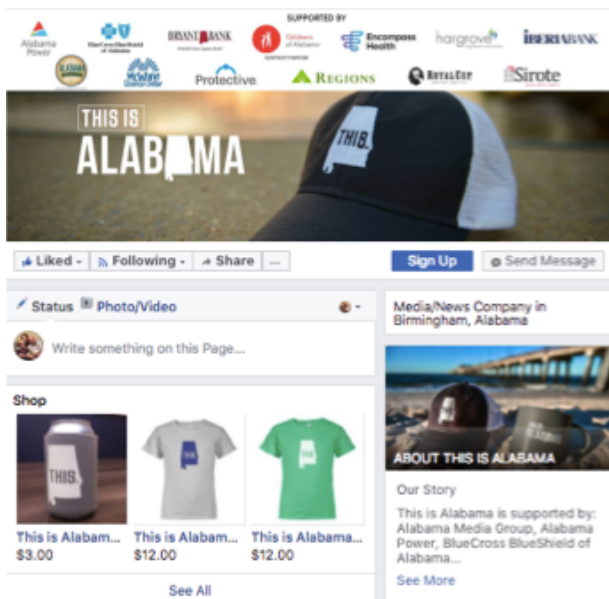
This is Alabama is a powerful, new brand created as a platform to share everything good Alabama has to offer. It was formally launched at the beginning of 2017, after a soft digital launch in December 2017, and announced in print in The Birmingham News, Press-Register and The Huntsville Times. We created this product to serve both business and audience needs. Our audiences craved more positive news about Alabama, and businesses wanted to support something that championed the great things happening in Alabama.

This is how we promoted our launch.



SOCIAL CAMPAIGN

This is Alabama quickly built a large follower base on Facebook through highly sharable videos that resulted in more than 114 million views in 2017.



Total Page Followers as of Today: 272,981





7 of Alabama's best swimming holes

This is Alabama with Blue Cross and Blue Shield of Alabama.
about 8 months ago · Paid · 🗨

We love Alabama's gorgeous swimming holes! 🌊

Healthy Living in the South is presented by Blue Cross and Blue Shield of Alabama

👍❤️🔥 7.4K 21K Shares 1.1M Views

👍 Like 🗨 Comment ➦ Share 🚫

Comments

Up Next

Comments (1.9K)

Top Comments

This is Alabama For those who have asked, all these swimming holes are accessible to the public, but hours may vary.

Here's a list with locations:
Turkey Creek in Pinson... See More

👍❤️🔥 124

Like · Reply · Commented on by Elizabeth Hoekenga Whitmire (7) · 33w · Edited

➦ 59 Replies

Tyler Pockitt Mardis mills is infested with snakes around this time of year bc it's extremely shady and the water doesn't flow strong enough...they love swimming with



This is Rattlesnake Saloon

This is Alabama
about 9 months ago · 🗨

Rattlesnake Saloon is one of Alabama's coolest spaces and it all started with one man's wild idea to build a restaurant under a rock.

👍❤️🔥 11K 20K Shares 1.4M Views

👍 Like 🗨 Comment ➦ Share 🚫

Comments

Up Next

Comments (1.2K)

Top Comments

This is Alabama Rattlesnake Saloon is located at 1292 Mount Mills Road in Tusculum, AL. Their website has additional info: <https://www.rattlesnakesaloon.net/>

lodge-saloon | SALOON
RATTLESNAKESALOON.NET

👍❤️🔥 78

Like · Reply · Remove Preview · Commented on by Elizabeth Hoekenga Whitmire (7) · 39w

➦ 10 Replies

Katie Trausch The property it's located on also has stalls



Do you know how to pronounce these Alabama towns?

This is Alabama
about 7 months ago · 🗨

Be honest: How many of these Alabama towns can you correctly pronounce?

👍❤️🔥 6.7K 16K Shares 1.2M Views

👍 Like 🗨 Comment ➦ Share 🚫

Comments

Up Next

Comments (1.8K)

Top Comments

This is Alabama We are compiling a list of more town names, so keep the suggestions coming!

👍❤️🔥 40

Like · Reply · Commented on by Elizabeth Hoekenga Whitmire (7) · 28w

➦ 197 Replies

Suzy Conerly Hold up! That's wrong how you said "la fayette", if you live in chambers county, no one NO ONE says la-fay-et. It's pronounced "luh-fet". I was corrected about a million times after I moved there

👍❤️🔥 39

Like · Reply · Message · 27w



INSTAGRAM

Our Instagram brand is powered by user-generated content. We heavily promote our hashtag #thisisalabama, and users tag their photos to be featured.



thisisalabama

Following

3,502 posts

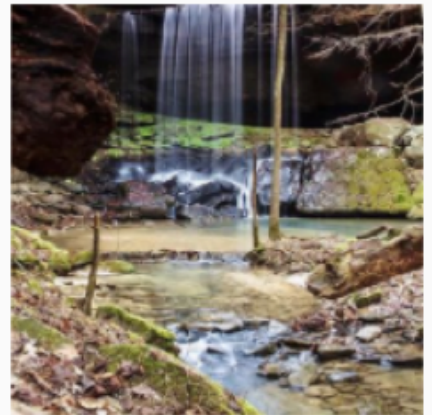
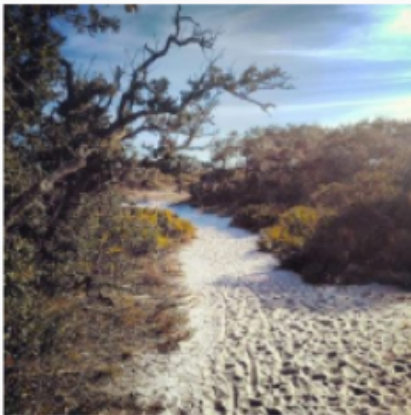
44.5k followers

2,177 following

This Is Alabama Alabama the Beautiful captured in photos! Share yours by tagging pics #ThisIsAlabama.

[m.facebook.com/story.php?](https://m.facebook.com/story.php?story_fbid=1499138120136815&id=1258244737559489)

[story_fbid=1499138120136815&id=1258244737559489](https://m.facebook.com/story.php?story_fbid=1499138120136815&id=1258244737559489)

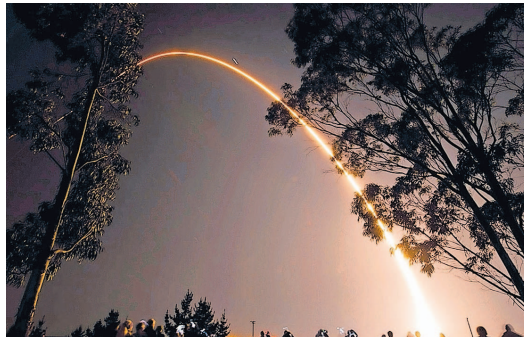


THIS IS ALABAMA

PRINT

This is Alabama has a full-page presence in the Sunday editions of Alabama's largest newspapers: The Birmingham News, Press-Register and The Huntsville Times.

THIS IS ALABAMA



A Delta II rocket launches from Vandenberg Air Force Base, California in 2011, carrying among other payloads, the AubieSat-1 CubeSat into space. NASA

'War Eagle' from space

AUBURN UNDERGRADS
BUILDING SATELLITES

There are times, J.M. Wersinger will admit, when he is awestruck by the thought that, right now, floating somewhere over the Earth's surface, is a satellite built by undergraduate students from Auburn University.

And there will be more. The school's Small Satellite Program is even now producing two satellites that will be launched sometime in the next two years. The team working on the project comprises students from freshmen to graduate level.

"It's very amazing," said Wersinger, the project leader and professor emeritus in physics. "Our students are the cream of the crop, the very best. There's no question of maturity. These kids are very smart, very capable."

In October 2011, a Delta II rocket launched AubieSat1, the first Auburn student-built satellite accepted for launch by NASA. About 100 students over three years worked on that project, which measured solar cell efficiency on protected and unprotected solar panels until its batteries ran out two years ago.

It's first message from space? "War Eagle," in Morse code.

The Small Satellite Program is geared toward helping students develop skills while

putting hardware into space built entirely by undergraduates, with some supervision.

They have to develop a structure, antennae, the onboard computer, software, power and communication systems and software, among other things. At the same time those students learn valuable scientific, technical and engineering concepts that will serve them well in the private market.

"When they leave, they will be ready for fantastic jobs with NASA, Boeing, Lockheed Martin," Wersinger said.

The two satellites students are building now, Wersinger said, will measure gamma rays produced by thunderstorms.

Since the 1990s, scientists have been aware that storms produce gamma rays in high altitude clouds, but are still discovering their properties.

This is the kind of a job a small satellite, or CubeSats, can do. A group of about 50 Auburn students are building two, which will gather information from two different vantage points. The advantages of CubeSats is their size and relatively small expense. The students are producing satellites that can fit into a shoebox. Wersinger said, and cost virtually nothing to launch as part of a general rocket payload.

"You're not spending 15 years designing one, and you're not using a bunch of advanced engineers," he said. "You're basically building them with components off the shelf, so it's not too much in terms of cost."

The project is being funded with about \$1 million from the National Science Foundation, and researchers at the University of Alabama in Huntsville are helping to outfit the satellites. The UAH team is developing the gamma ray detector.

After launch, the Auburn team will control the two satellites and UAH will plan the operations and analyze the data. In addition, Maryland's Goddard Space Flight Center is developing a light collector for the gamma ray detector. A high bandwidth radio will be used to transmit high data rates from the satellites to ground stations.

William Thornton, wthornton@al.com

Accomplished, beautiful, entrepreneurial — This Is You

You live here. You know Alabama has amazing, powerful stories to tell, of accomplished people, beautiful places, culture, industry and commerce. You want to read more of the inspiring and the uplifting.

For you, for all these reasons and more, we introduce This Is Alabama, a new brand dedicated to telling the fun and inspiring stories of this place we call home, both known and newly discovered.

We start by looking heavenward. Almost everyone knows of our nation's space program's beginnings in North Alabama. In Auburn, students inspired by that legacy are building and launching satellites, and at Russellville High School, winning international rocket competitions. Our engineering tradition continues with the state's auto and parts manufacturers — from Hyundai to Honda to Toyota to Mercedes — and its ship builders and its producers of the next great airplanes.

Alabama's entrepreneurial zeal is embodied in the state's startups, too — socks are being made again in Fort Payne and Birmingham's Shipit is being praised in Silicon Valley. In the world of research, HudsonAlpha is on the cutting edge of biotechnology and human genome sequencing; and Southern Research Institute is leading the way on flu and Zika research.

Meanwhile, artists continue to forge new paths. Yaa Gyasi's "Homegoing" topped best-of lists around the state; Winston Groom released his next classic novel; and Rep. John Lewis won the National Book Award. In the spirit of the world-famous Muscle Shoals Swampers, the Alabama Shakes, St. Paul and the Broken Bones, Jason Isbell and Little Big Town are making waves. Thank you for joining our print debut today. We're proud of this state, and of this brand, and of the sponsors who support it; we hope you will help us share it far and wide.

— Tom Bates, president of Alabama Media Group

This is Alabama on social media

Facebook: facebook.com/ThisIsAlabama

We are giving away This Is Alabama T-shirts to our Facebook family! Search Facebook for "This Is Alabama," like both our page and the featured post at the top for a chance to win. Deadline is Jan. 3.

Instagram: @thisisalabama
Follow us on Instagram to see Alabama the beautiful captured in photos, and share your own photos with the hashtag #ThisIsAlabama.



Alabama by the numbers

369,538

That's the number of Honda vehicles and engines made right here in 2016. It was a record production year for Honda Manufacturing of Alabama, which celebrated its 15th anniversary in Lincoln. —AL.com

Alabama changed the world when ...

Huntsville native Jimmy Wales created Wikipedia. Wales, an Auburn University graduate, is co-founder with Larry Sanger of the free reference source that launched in January 2001 and has become the largest online encyclopedia.

In 2006, Wales was named one of Time Magazine's "100 Most Influential People in the World." —AL.com





NEWSLETTER

In October, This is Alabama launched a weekly newsletter to highlight good news across the state, promote our partners and merchandise.



Do you love your city enough to write a love-letter to it?



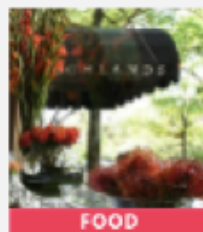
Before you do, take a good long look at This is Mobile - poetry in motion quite literally.

From the industry on the banks of the river to the restaurants and bars, art museums and tree-lined streets, Jared Boyd has woven together a visual masterpiece that will make you want to book a trip to Bienville Square ASAP.

Proving that the Port City is a lot more than Mardi Gras, this video is like a mini-tour of the things and the people that make the city beautiful. And what's more: he takes you on a little behind-the-scenes tour with his reflections on the city he has adopted as his hometown.

In the time it takes for you to view This is Mobile, we bet you'll start naming the things that make you love your city.

[MORE VIDEOS](#)



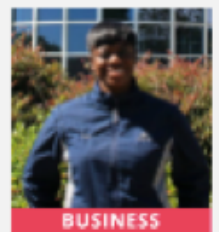
FOOD

Birmingham is home to one of America's best restaurants.



SHOP

Wrap your beverage in some Alabama love.



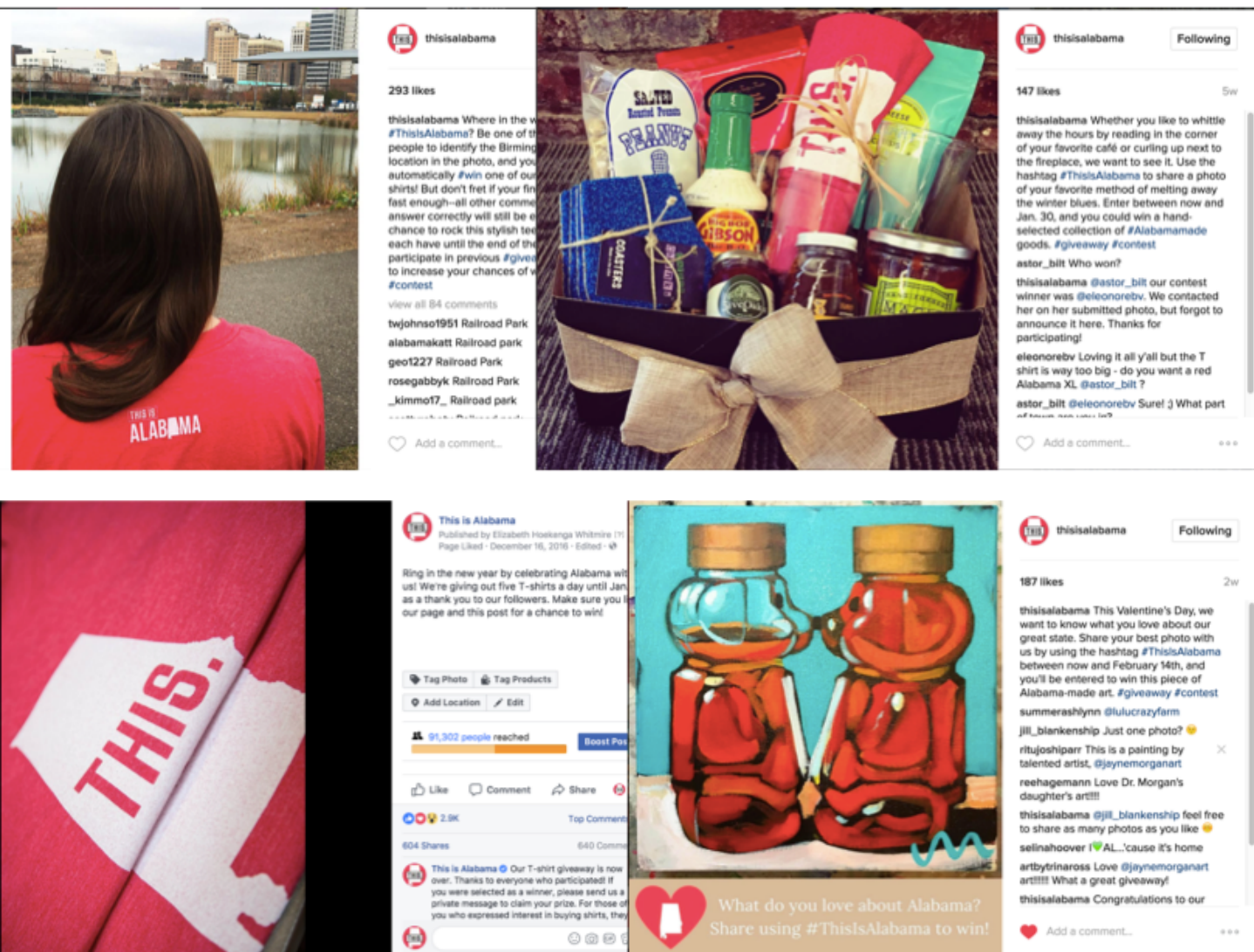
BUSINESS

How Alabama's auto industry changed one woman's life.



GIVEAWAYS

This is Alabama had contests in the first quarter after the launch to grow followers and increase brand awareness. We gave away This is Alabama T-shirts on a regular basis to keep our brand in the public eye.





OUTDOOR

From January to March 2017, we displayed outdoor billboards across the state of Alabama to increase brand awareness as we added for new sponsors in the first few months. These billboards displayed in Birmingham, Montgomery, Mobile and Huntsville.





E-COMMERCE

Original branded This is Alabama items are available in our online store (launched in March) and at events.



Merchandise



This is Alabama Unisex Short Sleeve
Tee - Red Heather
\$20.00



This is Alabama Women's Muscle Tank
\$24.00



This is Alabama Women's V-neck Tee
\$24.00



This is Alabama Hat
\$20.00



This is Alabama Mug
\$8.00



This is Alabama Koozie
\$3.00



DISPLAY

This is Alabama was promoted through digital and print advertisements throughout 2017.





EVENTS

This is Alabama was the sponsor of the 2017 Young Professionals Summit and participated in community events across Alabama.

