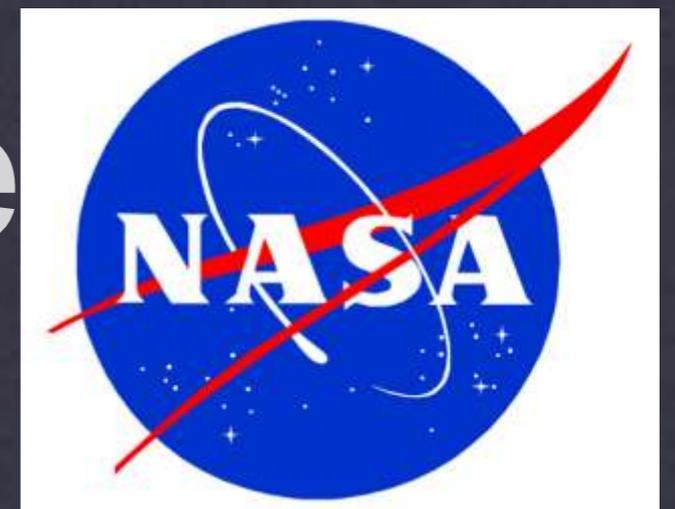


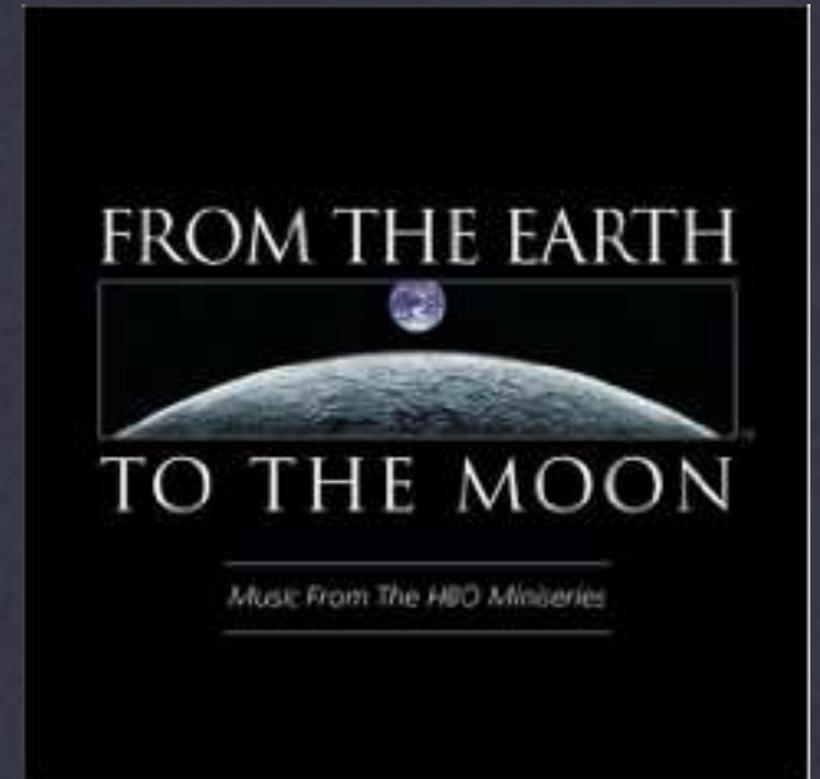
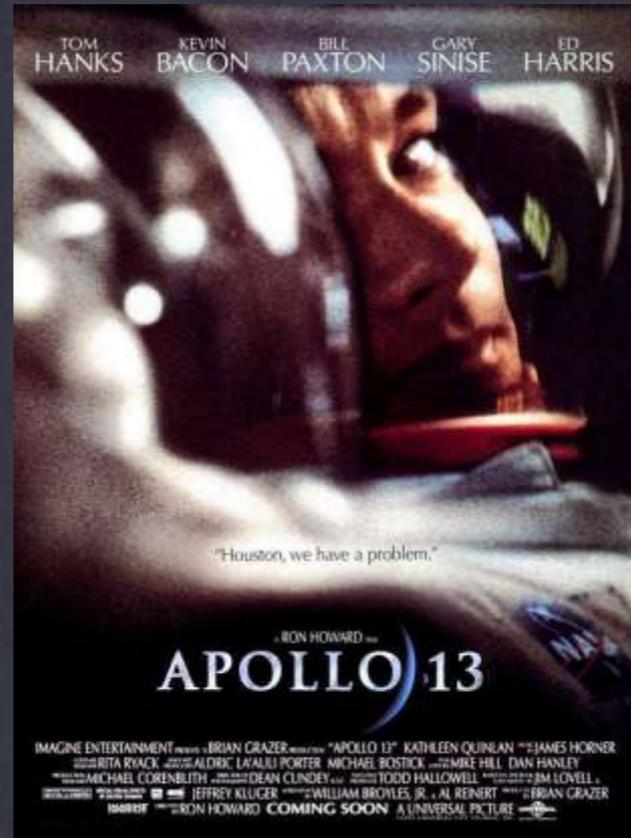


NAC EPO Committee

February 18, 2010



MICHAEL BOSTICK



Who are We?
(And why were we here?)

LARS PERKINS



Who are We?
(And why were we here?)

SCOTT PARAZYNSKI



Who are We?
(And why were we here?)



PETER SHANKMAN



The screenshot shows the HARO Twitter profile page for Peter Shankman. At the top, the word "twitter" is written in its signature blue font. Below it, there are tabs for "Reporters" and "Sources". The profile information includes:

- REPORTERS**: Qualified sources 1. Description: Tap into the largest source repository on the mainstreet and expert sources who work on your terms. No more flipping through databases, or being bothered by unwanted pitches. Submit your query and let it go to your inbox. A "SUBMIT QUERIES" button is visible.
- SOURCES**: Name Peter Shankman, Location New York, NY, Web http://www.shankman.com, Bio I travel 300k miles per year. I run HARO. People say I'm knowledgeable about social media. You judge.

At the bottom, statistics are shown: 444 following, 55,921 followers, and 1,685 listed. A "Tweets" section shows 6,667 tweets. There are also buttons for "NOW" and "LEARN MORE".

Who are We?
(And why were we here?)



DEBBIE MYERS



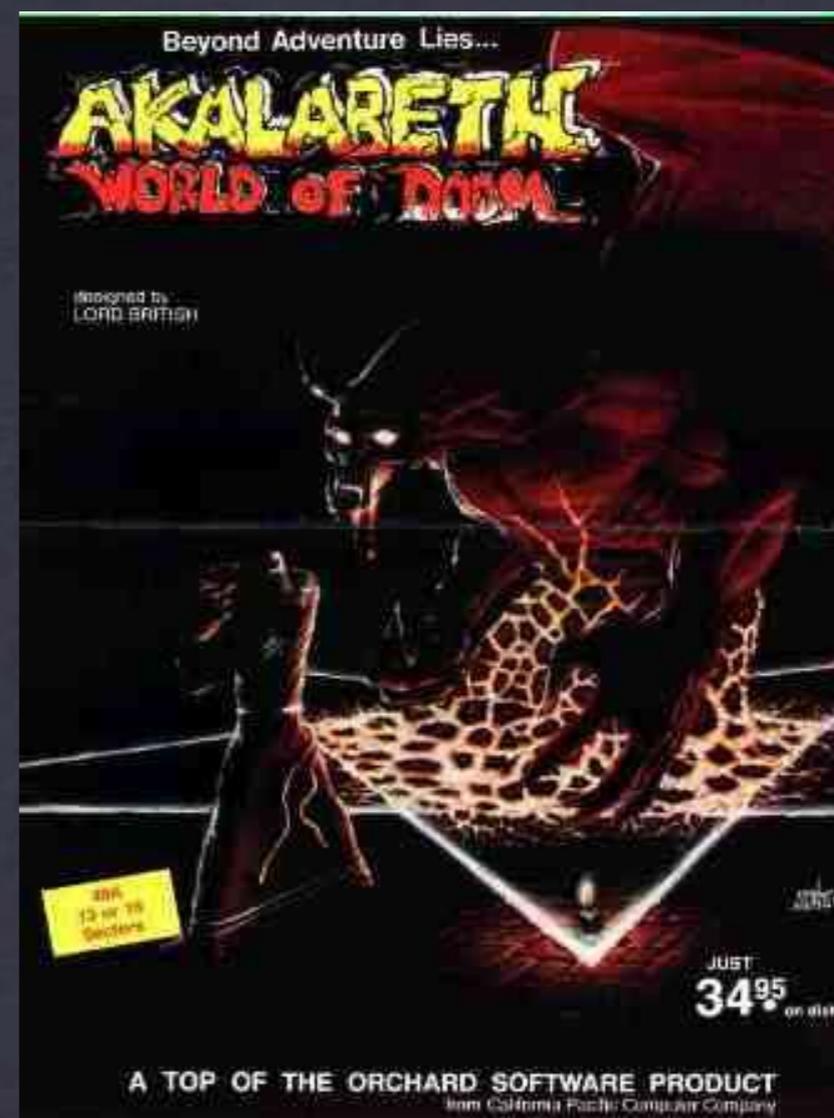
Who are We?
(And why were we here?)



RICHARD GARRIOTT

Ultima

Who are We?
(And why were we here?)





DWAYNE MCCAY



Who are We?
(And why were we here?)

LESLIE FENWICK



Who are We?
(And why were we here?)

IAONNIS MIAOULIS



Who are We?
(And why were we here?)



DOUG KING



Who are We?
(And why were we here?)



MORRIE GOODMAN
BOB JACOBS

NASA.GOV
86% SATISFIED
BEATS YAHOO!,
THE NEW YORK TIMES AND
CNN



Who we heard from
(and what they said)



MORRIE GOODMAN
BOB JACOBS

WEB 2.0

“WE WANT TO LEAN AS FAR
FORWARD
AS WE CAN, BUT...”



Who we heard from
(and what they said)



MORRIE GOODMAN
BOB JACOBS

NASA TV

“LIKE WATCHING PAINT DRY”
BUDGETARY CHALLENGES
HARD TO PARTNER/PROGRAM
“WE CAN’T DO MARKETING”



Who we heard from
(and what they said)



JOYCE WINTERTON JAMES STOFAN

“I HAVE NEVER SEEN THE STARS ALIGN BETTER FOR STEM - IF WE CAN'T DO SOMETHING NOW, WE NEVER WILL”



Who we heard from (and what they said)



JOYCE WINTERTON JAMES STOFAN

“HELP US KNOW THE
LAY OF THE LAND.
DON'T ASSUME WE KNOW IT”



Who we heard from

(and what they said)



JOYCE WINTERTON JAMES STOFAN

“WE NEED HELP WITH
METRICS”



Who we heard from

(and what they said)



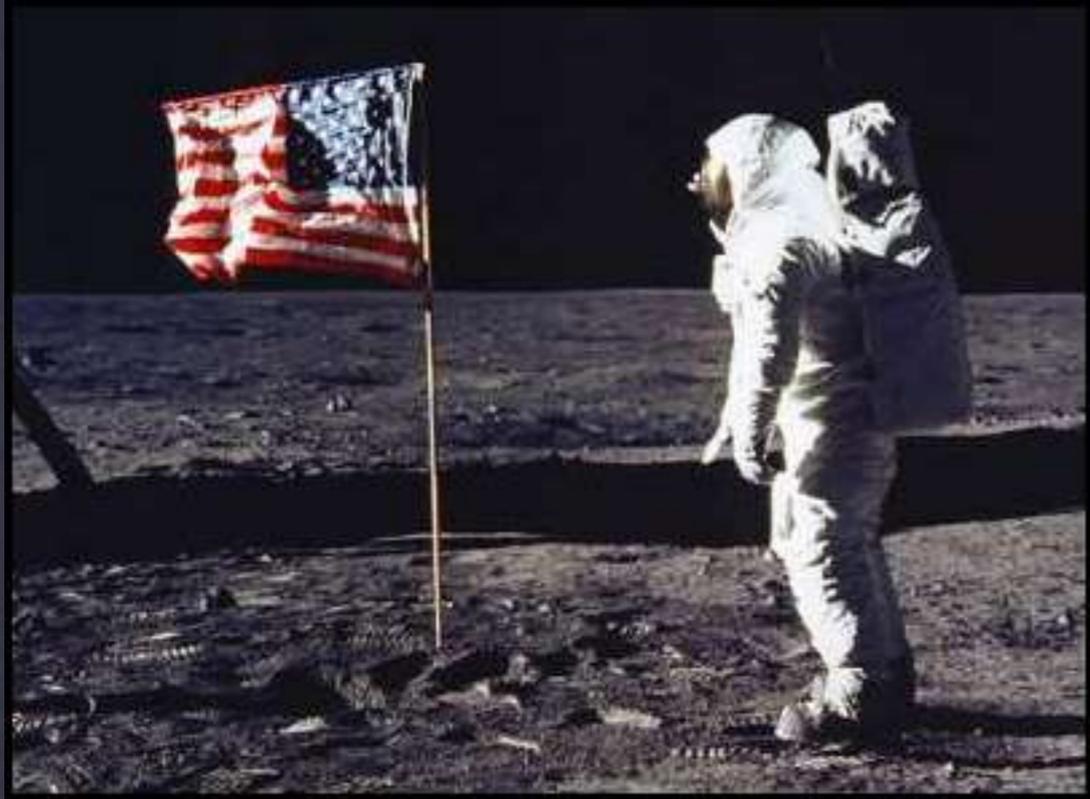
JOYCE WINTERTON JAMES STOFAN

“WHAT IS GOING ON IN
MUSEMS?”



Who we heard from
(and what they said)

NASA NEEDS A SUCCINCT MESSAGE



- NASA:WHERE THE FUTURE IS IMAGINED
- WE OWN THE “AWES”
- PROTECTING THE PLANET - PUSHING THE BOUNDARIES
- NASA: EXPLORING NEW HORIZONS FOR ALL MANKIND

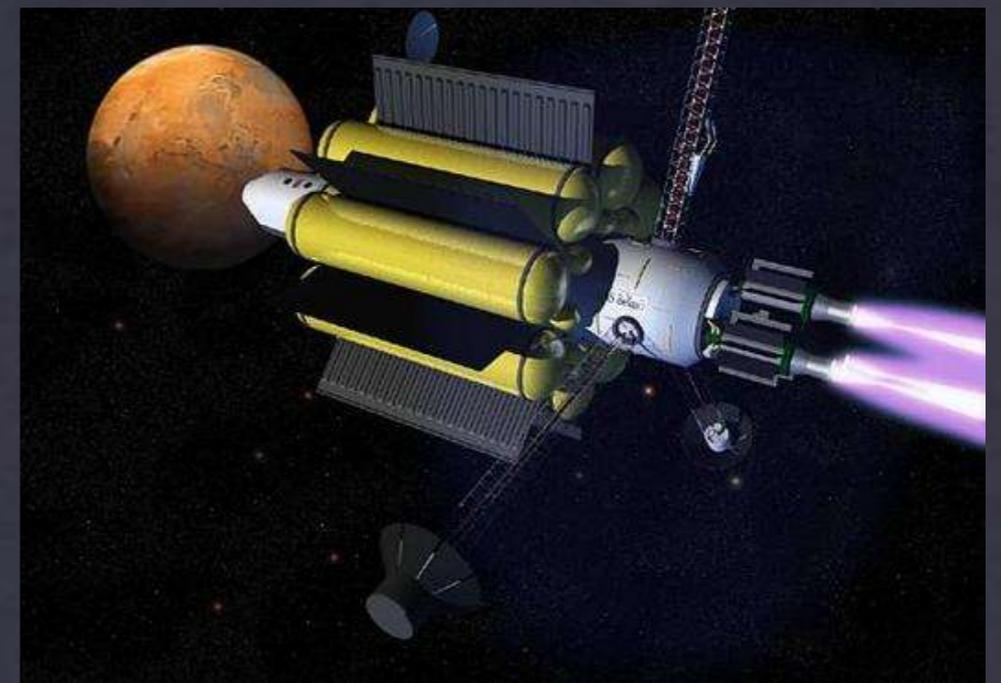
First Impressions

(Precommendations?)

SEIZE THE SHUTTLE SWAN SONG MOMENT

- CRESCENDO OF INTEREST
- EMBRACE THE NOSTALGIA
- EMBED THE FORWARD MESSAGE

First Impressions
(Precommendations?)



LET NASA MARKET (IN A SAFEWAY?)



- WHERE IS THE LINE?
- DOVETAILS WITH PUSH TO COMMERCIAL CREW/CARGO
- THE VALUE OF THE MEATBALL

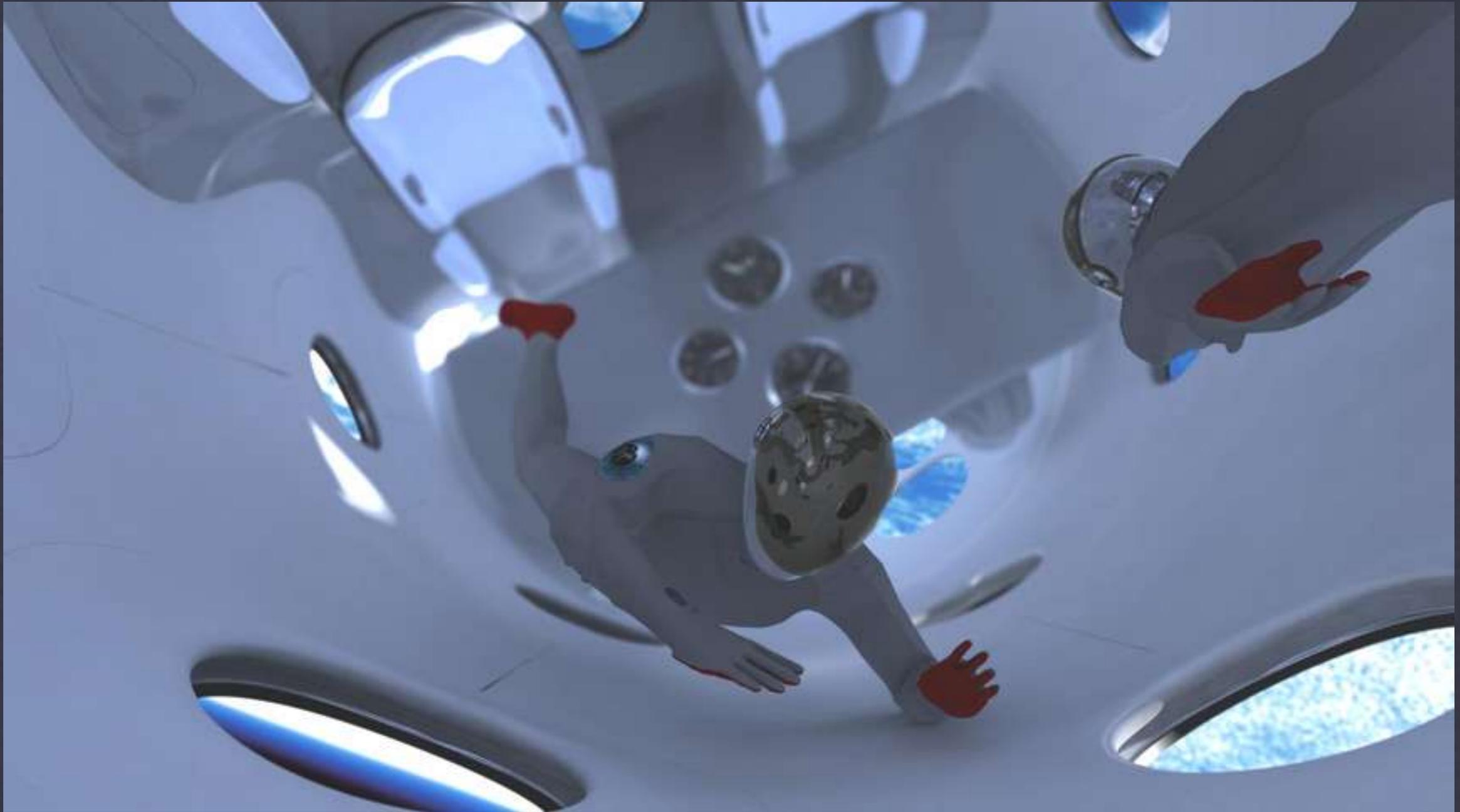
First Impressions (Precommendations?)

PROJECT HOLLYWOOD

- PENTAGON IS PROACTIVE
- NASA SHOULD BE TOO
- BOOTCAMP FOR PRODUCERS,
DIRECTORS WRITERS



First Impressions
(Precommendations?)



Lasting Impressions

(every journey begins with one step)



"I wanted to be an astronaut, too, until I found out about the diaper thing."