Education & Public Outreach

Lars Perkins
Vice Chairman
Education and Public Outreach Committee
NASA Advisory Council
Topics

- EPO Committee Team
- What We’ve Done
- Education
- Public Outreach
- Moving Forward
My Qualifications ...
What Have We Done?

- NOV: Education Summit
- NOV: Entertainment Boot Camp
- DEC: Presentation to Commercial Space Committee
- FEB: EPO Meeting
February EPO Meeting ...

- Leland Melvin, Trish Pengra - Education
- Doug King – Education (View from the Field)
- Bert Ulrich – Hollywood Boot Camp
- Amy Kaminski – Strategic Communication
- Dr. James Green – Year of the Solar System
- Beth Beck – Launch.org
- Alan Ladwig
“NASA 101: WHAT EVERY FILMMAKER SHOULD KNOW ABOUT THE INNOVATIVE WORLD OF NASA”
NASA 101 ...

- Michael Bostick (NAC) & Bert Uhlrich (NASA)
- 12/9/10 @ JPL ([pictures](#))
- 100+ Industry participants (Pixar, Sony, Columbia, Fox ...)
- Mike Massimo Hosted (Leland, Tracy)
- 4 Panels: “Beyond”, “Understanding Home”, “Look, Smell & Feel of Space”, “Surreal Space”
- Possible industry-sponsored follow-up in 2 years
EDUCATION
Leland’s Recommendations ...

① Focus NASA’s Education Programs
② Strategically Manage Partnerships
③ Participate in State/Nat’l STEM Discussions
④ Create Structure (O of E, MD, others)
⑤ Expand ECC Charter
⑥ Improve Communication
Education Strategy

• Focus under a unifying message
• Amplify NASA resources through partnerships
• Streamline and simplify partnership process
• Inspire kids by inspiring teachers
“The Council recommends that representatives of the Communications and Education Offices be included in reviews during all phases of development to ensure that missions serve NASA’s educational and public outreach goals.”

EPO Committee, April 28, 2009
SpaceX Success!

Falcon 9 launch – SpaceX webcast

http://www.youtube.com/watch?feature=player_detailpage&v=Q-ci9xIgNzM - t=240s
COTS Contracts make no mention of Public Outreach

Falcon 9 launch - NASA TV, December 8, 2010
Meeting with Commercial Space Committee

- Learnings from SpaceX Launch
  - NASA only had same access as press
  - Video stream on delay
  - Heroic effort by David Weaver

- Can we integrate EPO into COTS mission planning?
  - Only if it supports partners’ commercial goals
  - Only without unnecessary bureaucratic burdens
Public Access Has been Important ...

In good times ...
And bad ...

“It's all part of the process of exploration and discovery. It's all part of taking a chance and expanding man's horizons. The future doesn't belong to the fainthearted; it belongs to the brave.”

President Reagan, 1986
Benefits

• **INVOLVE** the world in the adventure of space flight and exploration

• **INFORM** the public of the benefits of investing in space flight

• **INSPIRE** the next generation of scientists, engineers, explorers

... Joint recommendation in process
The “Taxi Driver” Problem
NASA? They got us to the moon.
What message unifies all this?
Does NASA Have Multiple Audiences, and Need Multiple Comm Strategies?

• Scientific Audience
  – *Space Act Compliance*
  – *Detailed, Accurate Specific Information*
  – *Low-touch delivery*

• General Public
  – *Tell a story*
  – *Will remember 1-3 things at any moment in time*
  – *Repeat underlying theme(s) relentlessly*
The “Why” Project

“To reach for new heights and reveal the unknown, so that what we do and learn will benefit all humankind”

NOTE: NAC EPO was not involved in this process – just reporting
Moving Forward ...

- Support Leland
  - Process & Partners
- Assist in Translation of Strategic Vision to Clear Public Message
- Help Office of Communication Coordinate Message Streams