Know Your Earth 2.0, Chicago: The Report

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Table of Contents

I. Introduction

Know Your Earth 2.0, Chicago, is a collaboration among 12 of NASA's Earth-observing satellite missions. Focusing on the “on-the-go” and “smart-technology” public in big cities is vital to informing the public about how our Earth works and how NASA research is increasing our understanding of our home planet. The project’s first release city is Chicago, Illinois. A city steeped in culture, architecture, and history, Chicago lends itself to being a city that is perfect for this type of ground-breaking project.

Goals

The major goal of Know Your Earth 2.0, Chicago is to get people to want to see the “Bigger Picture” of what NASA Earth Science research reveals about our fragile planet. These “Bigger Picture” messages serve as a primer to getting more information about a particular Earth Science topic or theme and what type of important information we can gather from our Earth-observing fleet of NASA satellites. The project team carefully crafted 10 “Bigger Picture” messages that span NASA centers and all of NASA Earth Science. The messages are:

See the bigger picture

1.) See the bigger picture of shrinking Arctic sea ice!

2.) See the bigger picture of Chicago’s shrinking wilderness!

3.) See the bigger picture of fire around the world!

4.) See the bigger picture of food and water for a hungry world!

5.) See the bigger picture of global sea level rise!

6.) See the bigger picture of ocean influences on weather and climate!

7.) See the bigger picture of the air you breathe!

8.) See the bigger picture of where people live!

9.) See the bigger picture of increasing atmospheric carbon dioxide!

10.) See the bigger picture of the inside of hurricanes!

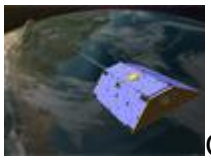
The twelve participating NASA Earth-Observing Mission are:

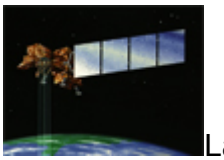

ACRIMSAT


CloudSat


Jason-3


Aqua


GRACE


Landsat


Aura


Jason-1


QuikSCAT


CALIPSO


Jason-2


Terra

Each of these missions plays a vital role in the research and understanding of our Earth. Each mission is a part of the NASA Earth Science research jigsaw puzzle that must be pieced together as a whole in order to understand what is happening on our planet. Knowing all this will help scientists determine what variables in Earth balance equation are needed for understanding.

II. Venues
Proof of Posting

Chicago O'Hare International Airport

Figure Collection 1: Images and location of NASA Know Your Earth at the Chicago O'Hare International Airport, Gate HRC30

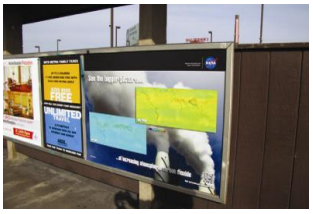
Estimated Eyes on Numbers

The following are the numbers for visibility for this location as determined by Clear Channel Outdoor:

Total: 17,774,833

Chicago Metra Rail System

Barrington Station



Clybourn Station

Lake Cook Station

LaSalle Station

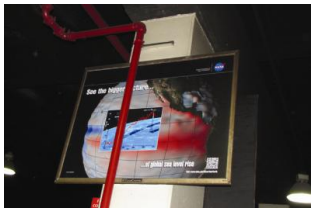
Medinah Station

Oak Forest Station

Oak Park Station

Ogilvie Station

Round Lake Station



Union Station

University Park Station

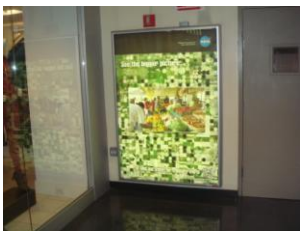
Figure Collection 2: Images and station locations of the Now Your Earth Big Picture messages as part of the Chicago Metra Rail System

Estimated Eyes On Numbers

The following are the numbers for visibility for these locations as determined by Clear Channel Outdoor and Chicago reporting:

Total: 5,513,492

Chicago Area Malls




Century Shopping Centre


Gurnee Mills Mall


The Promenade at Bolingbrook

Figure Collection 3: Images and names of malls as part of NASA's Know Your Earth 2.0, Chicago.

Estimated Eyes on Numbers

The following are the numbers for visibility for these locations as determined by Clear Channel Outdoor and Chicago reporting:

Century Shopping Centre: 279,070

Gurnee Mills Mall: 1,822,918

The Promenade at Bolingbrook: 386,433

Total: 2,488,421

Chicago Downtown Bulletin

Figure Collection 4: Downtown Chicago at Chicago Ave, 100 feet east of Franklin Street

Estimated Eyes On Numbers

The following are the numbers for visibility for this location as determined by Clear Channel Outdoor and Chicago reporting:

Total: 1,030,800

Estimated Individual Views of Know Your Earth 2.0 Chicago physical messages:

26,807,546

III. Web Site Information

The Know Your Earth 2.0 web site is located at http://www.nasa.gov/KnowYourEarth

This web site contains information on the 10 “Bigger Picture” messages that were seen around the city of Chicago. Below are the individual links for each of the messages (See Section II above):

1. http://www.nasa.gov/topics/earth/features/KnowYourEarth/SeaIce.html
2. http://www.nasa.gov/topics/earth/features/KnowYourEarth/ChicagoWilderness.html
3. http://www.nasa.gov/topics/earth/features/KnowYourEarth/Fire.html
4. http://www.nasa.gov/topics/earth/features/KnowYourEarth/Food.html
5. http://www.nasa.gov/topics/earth/features/KnowYourEarth/SeaLevelRise.html
6. http://www.nasa.gov/topics/earth/features/KnowYourEarth/Ocean.html
7. http://www.nasa.gov/topics/earth/features/KnowYourEarth/Air.html
8. http://www.nasa.gov/topics/earth/features/KnowYourEarth/PeopleLive.html

9. http://www.nasa.gov/topics/earth/features/KnowYourEarth/CO2.html

10. http://www.nasa.gov/topics/earth/features/KnowYourEarth/Hurricanes.html

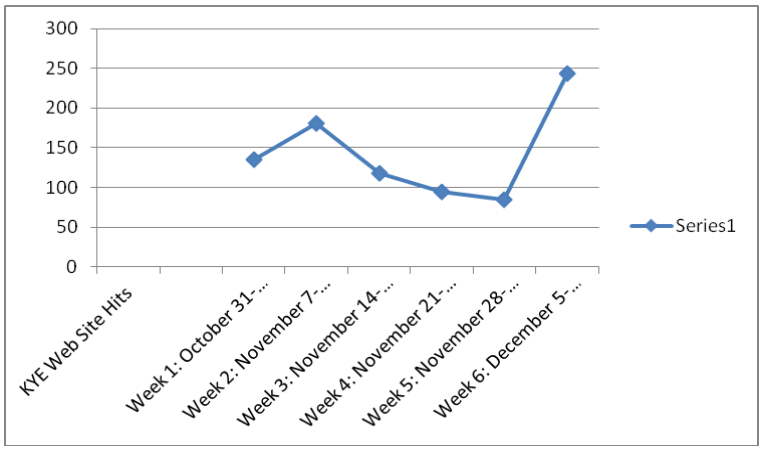


Figure 5: Number of web site hits attributed to the Know Your Earth 2.0 Chicago messages

Figure 6: Screen shot of Know Your Earth 2.0 web site

Figure 7: Screen shot of Know Your Earth Facebook web site

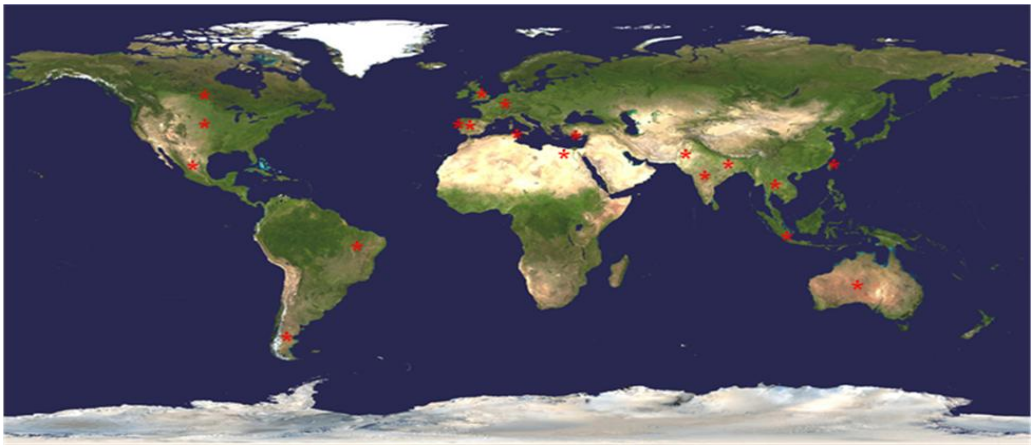


Figure 8: Map of where Know Your Earth Facebook users are viewing content. As of 13:00 on Thursday, February 2, 2012, there are 1,179 fans of the NASA Know Your Earth Facebook page. These represent fans from 19 different countries

IV. Conclusion

We have targeted the mobile public in hopes that by creating a “buzz” about knowing our planet, we will draw a much larger audience into wanting to know about how NASA observes, studies, and understands how our planet works through remote sensing from our Earth-Observing satellites. For future Know Your Earth phases, we hope to move to other cities to put out our “See the Bigger Picture” message.

For more information, please contact the Know Your Earth Project Lead, Brian A. Campbell at Brian.A.Campbell@nasa.gov

NASA Web Site

Facebook Web Site

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