

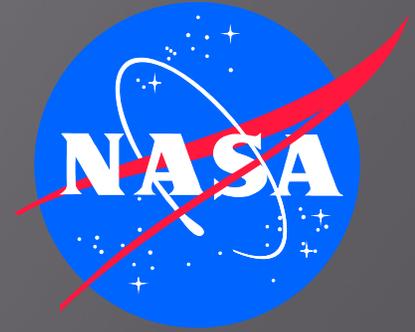


NASA Advisory Council

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Associate Administrator for
Communications

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NASA Communications is taking advantage of wide and deep interest in space and new ways of reaching audiences.



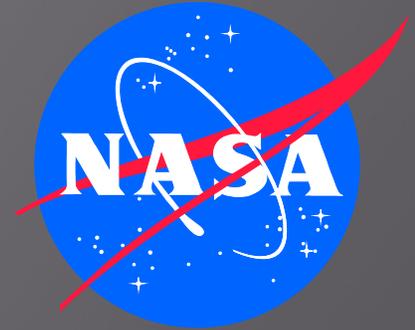
The ways we reach people with our stories are changing. We're making the most out of a growing toolkit:

- Traditional media
- Web site
- Social media
- Partnerships and collaborations
- Field events and media opportunities building on milestones

Many exciting things coming up to showcase our story.



- Mars Science Laboratory arrives at Mars in August.

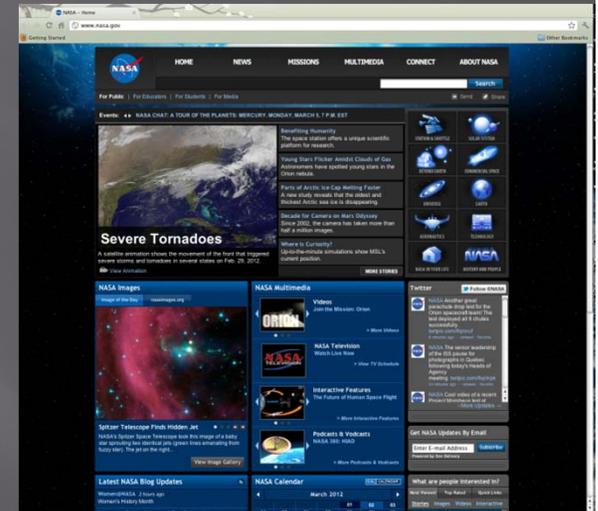
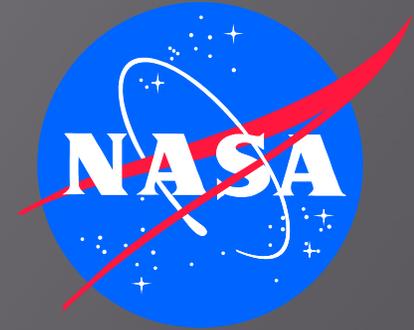


- Commercial milestones – first-ever berthing of a capsule at ISS by a company
- NuSTAR and other launches and events around missions in development
- Shuttle transfer ceremonies
- Ongoing Science discoveries from Mercury, the Moon, and more



NASA.gov

- www.NASA.gov set a record for traffic to the site in 2011, receiving more than 150 million visits. The site tied a record for customer satisfaction.
- Handled the biggest online event in NASA's history, the STS-135 mission. More than 562,000 people watched launch live on NASA.gov in HD. About 26,000 of those streams were going to smartphones and tablets.
- Web team recently released its first app, a Facebook game called "Space Race Blast Off". So far more than 80,000 people have played more than 20,000 games.
- At the end of 2011, the site comprised 185,974 web pages and 516,885 associated files.

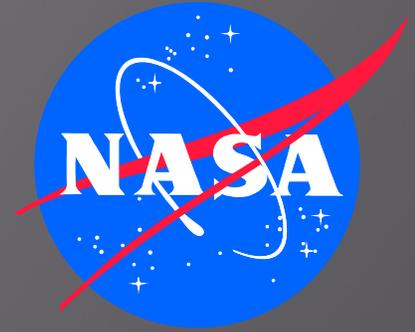


NASA Television

- Public and Media Channel are now fulltime HD
- Recently transitioned to a satellite that provides expanded coverage and provides complete coverage in Alaska and Hawaii

NASA TV YouTube Channel:

- In operation since 2008
- 92,126 subscribers
- 6,053,425 people have viewed channel
- 29,161,035 – number of times videos on channel have been viewed
- 1,240,785 – most viewed video – “STS-129 HD Launch”

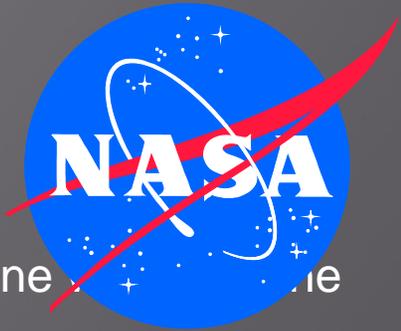


Social media

NASA Facebook Page – Week of Feb. 27



- Total 'Likes' the past week: 766,835
- Friends of fans (unique people who are friends with someone on the NASA page): 159,688,737
- People talking about NASA on Facebook (like our page; likes, comments or shares a post, etc.): 33,412
- Weekly total reach (unique people who have seen any content associated with our page): 573,544
- Weekly page engaged unique users (any click or story): 72,047



@NASA Twitter

- Followers this week: 1,925,604 – continues to grow
- Mentions this week: 5,207



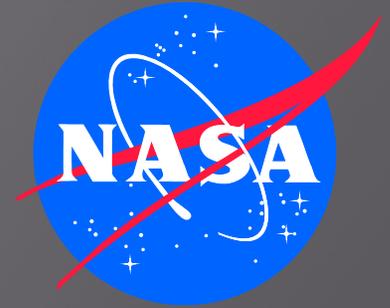
@NASATweetup Twitter

- Followers this week: 33,533



Other sites. Recently started a Google Plus page. Also have presence on other sites such as Foursquare, UStream

Entertainment/Multimedia Collaborations

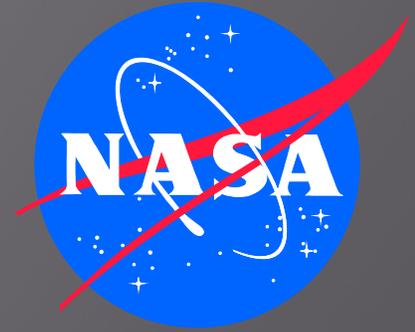


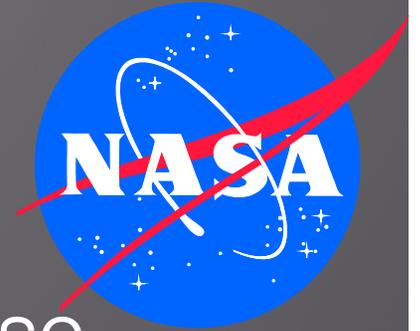
- During 2011, NASA worked on over 80 documentary projects, 20 notable television programs and 20 feature films, including *Transformers 3*, *Men in Black 3*, and *The Avengers*. “On orbit” ISS screenings of *Mission Impossible 4* and *John Carter*
- Recent NASA collaborations in TV include astronaut appearances on *The Late Show with David Letterman*, *The Colbert Report*, and *The Daily Show* and special NASA segments or storylines on *The Big Bang Theory*, *American Idol*, *Sesame Street*, *Extreme Makeover Home*, *Dancing with the Stars* and *Mythbusters*.
- Paul McCartney, Beyonce, Elton John and Michael Stipe did wake up calls for STS-135. Norah Jones sang *America the Beautiful* at Congressional Gold Medal. Will.i.am of Black Eyed Peas at MSL launch and event connected with landing
- PSAs: Stephen Colbert on medical benefits of ISS research; tie-in to *Arthur Christmas* movie re: technology
- Collaboration with Rovio on new Angry Birds space game targeted to reach 1 billion people by spring.
- NASA personnel do online chats and events, e.g. Cady Coleman on Oprah’s site



Strategic Partnerships

- Successful partnership with LEGO, including highly attended “Build the Future” events in conjunction with the final Space Shuttle launches and the launches of JUNO and GRAIL. Special Lego web site dedicated to space – www.legospace.com
- Third Rock Radio – America’s Space Station launched in December with RFC Media. Web-based radio program features music for 18-34 year olds interspersed with news and information about NASA and the space program. Financed through corporate sponsorships at no cost to NASA.



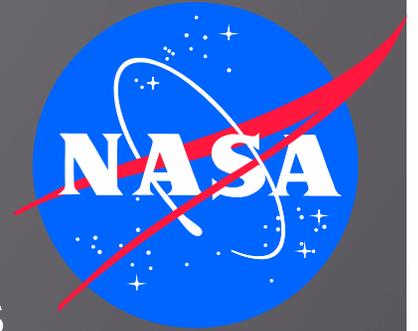


Guest Operations

- Final Space Shuttle launches - 40,000 guests per launch at seven viewing sites.
- Guest operations for ongoing ELV launches at KSC including 10,000 each for Juno, GRAIL, and MSL. Also worked NPP launch at Vandenberg.
- Working with commercial partners on future launches
- Events: Kennedy Center concert on Kennedy Legacy; Congressional Gold Medal Ceremony; 50th anniversary of Alan Shepard's suborbital flight.

Astronaut Appearances

- Coordinated D.C. visits of Space Shuttle and ISS astronauts. Arranged visits to HQ, NASM, local universities, military hospitals, embassies, other agencies, and Congress; planned 2011 Astronaut Candidates event.



History

- NASA Chief Historian responsible for preserving records in many formats for NASA's entire history.
- Manages history/archival operations at 9 centers
- Publishes about 4 books per year; expanding availability of catalog through e-books and digitization.

FOIA

- Eliminated backlog on requests last year.

Exhibits

- Developing coordinated exhibits for upcoming events to include: National Space Symposium, Technology Day on Hill

Speakers Bureau

- 2011, NASA Speakers Bureau received > 2100 requests.

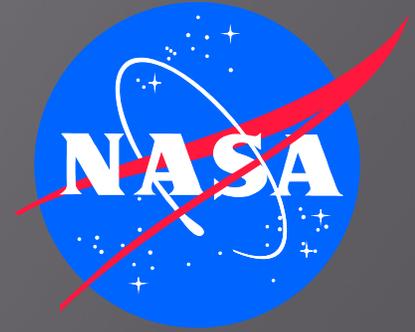
Public Inquiries

- Processes about 1 million inquiries/year

Participatory Engagement

- 2008 NASA Authorization Act directed the agency to develop a technology plan to disseminate information to the public and allow them to experience our missions.
- NASA asked to identify opportunities to leverage technologies for multi-media experiences and facilitate participation by the public, the private sector, nongovernmental organizations, and international partners in NASA's missions.
- Plan was submitted to Congress in November 2011.
- The FY 2012 budget included \$1 million to implement the plan. Originally placed within the former ESMD organization, the function now resides within the Office of Communications' Public Outreach Division.
- First step - create a clearinghouse to enable the public to more easily learn about the numerous Participatory Engagement opportunities that already exist across NASA.

STRATEGIC COMMUNICATIONS AND GOVERNANCE



Communications Coordinating Committee working on a coordinated model with buy-in of Executive Council to:

- * work more strategically
- * be smarter about using our limited resources and
- * get the most out of our communications tools and the time of our leadership.

