



National Aeronautics and Space Administration

State of NASA Communications Update to NAC EPO Subcommittee

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Purpose for today



- Review current state of NASA Communications including recent milestones and accomplishments
- Summarize Strategic Implementation Plan focus areas and progress over the past several months toward enhancing our operational and governance model for NASA Communications
- Provide glimpse of plans on the horizon for Calendar Year 2013
- Give insight into upcoming plans for NASA web infrastructure and content



Communicating NASA's Story – Notable work and accomplishments

Communicating NASA's Story – Notable work and accomplishments



Curiosity

- A large-scale Agency-wide Communications effort set new standards for NASA public engagement
- 420+ registered landing events across all 50 states and 18 countries, including 39 high impact museum events and event in Times Square, NY
- Innumerable media opportunities, features, social media posts, events about the rover's activities on Mars and scientific findings
- Yielded more than 6200 stories in just over past 3 months
- Statistics for week of landing alone:
 - 14M UV on web
 - 500M media impressions
 - 17M Facebook impressions
 - Seven Minutes of Terror video: 8M views
 - Broke NASA record for peak web viewers at 1.2M

Communicating NASA's Story – Recent work and accomplishments



Launch Events and Activities, Guest Operations

- LDCM Launch, February 11, 2013, VAFB
 - 907 guests; the most ever at VAFB
 - 400+ stories
 - Videos, web features, live shots, infographics, coverage about the importance of mission continuity
- SpaceX Cargo Resupply Launch, March 1, 2013, KSC
 - 200+ guests
 - 563+ stories about the March 1 launch with many outlets
 - Commercial programs require new approach for Guest Ops
- TDRS-K Launch, January 30, 2013
 - 602+ stories featuring video of the spectacular nighttime launch
- Planning for November launch of MAVEN at KSC underway

Emerging Capabilities at Wallops

- Planning guest viewing opportunities at Wallops for Antares launches; more on scale with VAFB than KSC
- Investments in infrastructure and capabilities will allow access, expanded guest operations and improved Communications

Communicating NASA's Story – Recent work and accomplishments



Asteroid 2012 DA14, February 15, 2013

- Extensive NASA effort on the closest flyby ever of a monitored asteroid
- Live NASA TV and UStream coverage, 62 live shots with NASA scientists, media teleconference, computer-generated animation of approach, web features, social media presence, and dedicated web page
- 8,385+ stories in January



Beyond 2012, December 21, 2012

- More than 6,637 stories in the 3 weeks leading up to Dec 21
- NASA served as focal point for media and public inquiries, to debunk end-of-the-world theories and calm heightening anxiety through social media, web features and video clips



Communicating NASA's Story – Notable Milestones



Inaugural Activities, January 18-21, 2013

- Participated in 5 events over the weekend
 - NASA Open House, including exhibits
 - NASA Social
 - National Day of Service staffing and exhibits
 - Jack & Jill, Inc. Education Event
 - Star Party at Dave Brown Planetarium
 - Inaugural Parade – 2 Floats, Curiosity & Orion
- Participated in White House post-inaugural STEM events



Communicating NASA's Story – Notable Milestones



NASA Day of Remembrance, February 1, 2013

- HQ event at Arlington National Cemetery
 - This year included Administrator Bolden laying a wreath at the Tomb of Unknown Soldier
- Events held at most NASA Centers



Communicating NASA's Story – Other Work and Accomplishments



Strategic Alliances

- Continuing work to sustain and build strategic alliances with external organizations to better reach the public
- Alliances include Lego, Rovio, Third Rock Radio, John Nurminen Events and others



Public Engagement Events and Exhibits

- Visitor Center consortium formed to build stronger collaborations
- Currently developing CY2013 plans for exhibits
 - Assessing impact of Sequestration on future exhibit plans



Communicating NASA's Story – NASA in the Social Media



Six NASA Social media events so far in 2013 involving over 465 people and 4 NASA Centers



Airborne Sciences Media Day, Dryden Flight Research Center – January 25

- Provided opportunity to meet scientists to learn how they study the Earth, air pollution and climate change using specialized aircraft science instruments
- 50 participants, 785 tweets sent using the #NASASocial hashtag, resulting in 7.6 million potential impressions



LDCM Launch NASA social media event, Vandenberg AFB – February 11-12

- Two-day event
- 80 participants, 3,835 tweets sent using the #NASASocial hashtag, resulting in 47.9 million potential impressions

Communicating NASA's Story – NASA in the Social Media



ISS NASA social media event – February 20

- Unique opportunity to interact with 3 astronauts onboard ISS and to speak to engineers and scientists
- 150 participants, 5,963 tweets sent using the #NASASocial hashtag, resulting in 42.91 million potential impressions



Google+ Hangout – February 22

- First ever Google+ Hangout event from space
- Over 32,546 viewers of the Hangout, watching over 141,311 total minutes of the event, with 1,591 people concurrently connected with the ISS



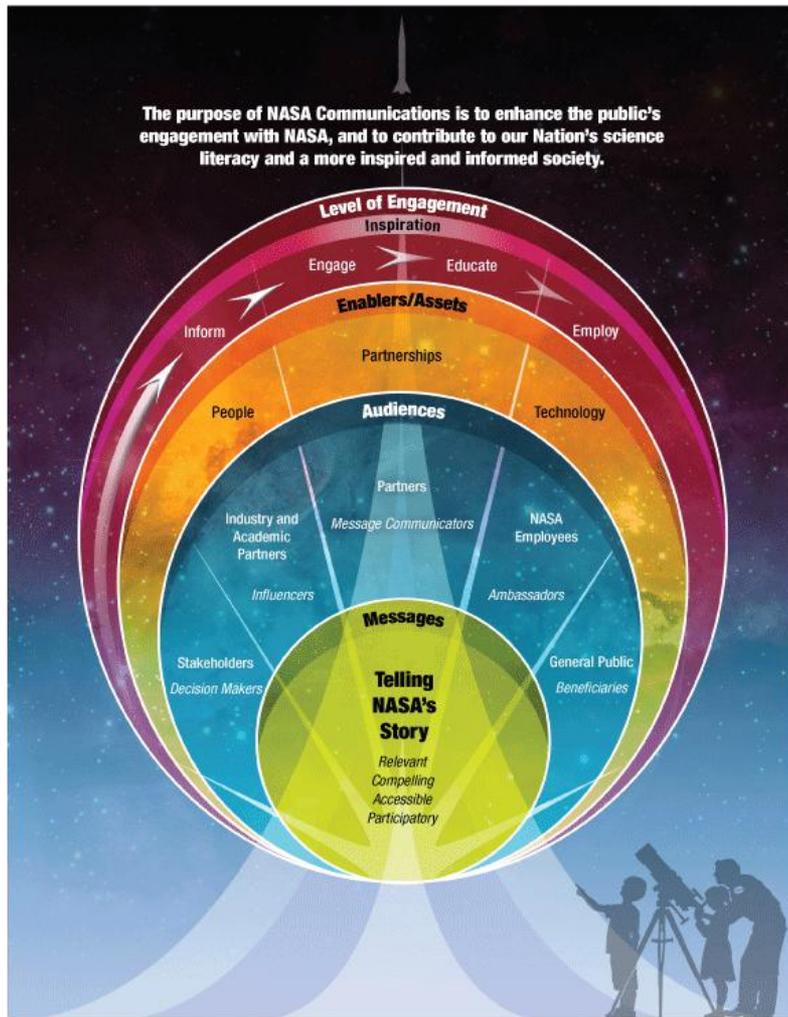
SpaceX-2 Launch, Kennedy Space Center – March 1

- 50 participants, 2,077 tweets sent using the #NASASocial hashtag, resulting in 12.92 million potential impressions.



Enhancing our Operational Model – Recent Progress and What's Planned

NASA Communications Framework: Common Understanding of What We Do



- Objective: to create a structure and common understanding of the NASA Communications function and to define the elements of a model for executing the Communications function
- Our community's purpose: To enhance the public's engagement with NASA, and to contribute to our Nation's science literacy and a more inspired and informed society. In executing our mission, we are committed to achieving:
 - Contributions to our Nation's science literacy and a more inspired and informed society
 - A public that embraces and understands NASA's work and value, today and tomorrow
 - Active engagement in science, technology and exploration
 - Informed and engaged employees who serve as ambassadors to the public

Communications Strategic Implementation Plan – Our Near-Term Roadmap



Defines four focus areas, each with associated strategies and near-term actions:

1. Implement an effective **operational model and governance structure** with strong management support and sufficient resources to facilitate ongoing collaboration, coordination and shared accountability across NASA's Communications Community. Put in place methods to deliberately and effectively connect the strategic endeavors of the CCC with the Agency's daily Communications functions and operations at Headquarters and at the Centers.
2. Develop **overarching messages and strategic themes** to tell a coherent, compelling NASA story. Develop and launch **integrated campaigns** around strategic themes to inform, inspire and engage target audiences.
3. Establish and manage an integrated **NASA Communications portfolio** that serves as a tool to capture the planned efforts in Communications Agency-wide. The purpose of the portfolio is to provide a clear picture of NASA's Communications investments, activities, events and programs; to facilitate dialog and decision-making within the CCC regarding our work; and to ensure we develop and implement a broad and diverse set of efforts that effectively reaches and engages our stakeholders, including employees, and the public.
4. Mobilize the **NASA workforce** to be enthusiastic and skilled **ambassadors** and effective communicators of NASA's story.

Governance and Operational Model – Recent Accomplishments and Planned Efforts



Completed:

- Communications Coordinating Council (CCC) established, transitioning from committee to new charter and membership, issued June 18, 2012.
- NASA Space Flight Program and Project Management Requirements (NPR 7120.5E) released August 14, 2012.
 - Mission Directorates are immersed in implementation. Communications and Education Plans to be completed by September 30, 2013.
- NASA Communications NPD submitted February 26, 2013 to NODIS for Agency review and adoption. NPD will establish policy and define roles and responsibilities for carrying out the Communications function across the Agency.
- Common set of Communications and Education terminology developed to be finalized by March 31, 2013.

In Process:

- Communications NPR is in development. Purpose is to establish Level 1 requirements and process guidelines for conducting the Agency Communications function.



A Glimpse of What's On the Horizon for 2013



- Effectively deliver the overarching story about NASA
 - CCC-developed framework and strategies to increase public understanding of NASA's purpose and the whole of NASA's work
- Implement new approaches in telling the ISS story
 - Shift in focus from operations to science research and results
 - Bring ISS to the American people
 - Highlight ISS as a platform to position us for deep space exploration
 - Focus on emerging commercial space industry
- Convey a powerful story about Earth systems and global climate change
 - Engage the public in understanding the facts and in a conversation built around questions people want answered
 - Share our research and results to advance weather and climate prediction, reduce environmental impacts, and realize safer and cleaner air travel
 - Convey we are studying asteroids and other near-Earth objects, and developing options to protect Earth from potential impacts



- Leverage tremendous interest in Curiosity
 - Engage the public in pursuing discoveries to learn more about the Red Planet
 - Develop further interest via the MAVEN launch in November
 - Convey NASA's role in leading the world in Mars exploration (Spirit, Opportunity, Curiosity)
 - Make the connection that these missions and our work in developing technologies and new capabilities will enable human exploration of asteroids and Mars
- Deliver compelling results from our endeavors exploring our solar system and beyond
 - Build on recent intense public interest to convey current capabilities and NASA's role in detecting and understanding near-Earth objects and asteroids
 - Effectively communicate NASA's depth and breadth of multiple operational missions devoted to discoveries about other bodies in our solar system and the Universe to answer questions about our home planet and life beyond
 - Highlight the compelling story about Kepler and its results in finding Earth-like planets
 - Lay groundwork in capturing public imagination by highlighting key successes in the development of our next generation of spacecraft, including JWST and OSIRIS-REx



Web Infrastructure and Content and Update on Digital Strategy



- Released by White House on May 23, 2012
- Focus on improving digital services to citizens
- Multiple actions for OMB and agencies
- Key for Jan. 23, 2013:
 - Digital metrics
 - Governance structure
- OCIO has lead for NASA's implementation



- All public-facing government sites must provide metrics to OMB
- Using GSA-provisioned Google Analytics account meets this requirement
- Users must obtain code from GSA and place on their pages
- Privacy and tracking issues have been addressed.
- Users will have access to their data and other NASA data



- Agencies required to go beyond OCIO (communications, business units, other customers) in their governance
- NASA has never developed a governance structure, resulting in:
 - Multiple contracts and infrastructures for digital services
 - No clear idea of costs involved
 - No path forward for technology
 - No easy means to put good ideas into production agency-wide