

SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)  
CALLING PLANET EARTH - SPACE OUTREACH TO THE GENERAL PUBLIC (3)

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RISE ABOVE THE WHITE NOISE

**Abstract**

In days gone by, communication were one-way broadcasts through traditional media avenues. Those days are long gone. Information flows lightning speed. All becomes white noise.

The question for communicators today: how do we rise above the white noise?

NASA has approached this in a number of ways. Through a series of public opinion surveys, we uncovered a gap of awareness and interest in today's youth – tomorrow's leaders. They show very little interest in space.

If we want to be heard by today's youth, we need to speak their language. Social media offers us amazing opportunities to engage in a virtual 24/7 global conversation about space. We can't influence the outcome if we're not in the mix.

We recognize that very few humans have the opportunity to leave Earth's boundaries. We can bring the experience home to them through interactive activities.

Here are a few programs we've developed to share the drama and magic of space:

Galactic Explorer Module: green screen video booth to allow visitors the opportunity to select among six space destinations, video their experience, email the video, and receive a photo of their journey in real-time.

NASA.gov 3-D Resources: a one stop location for 3D models and textures for use in building games, animations or other products. By sharing models and resources developed by NASA, we let youth be part of space through games and game creation resources, and we allow them to tell our space story in new ways.

SpaceSmart: new "participatory" exhibit experience combining the technology, measurement techniques and social media tools in order to: measure initial baseline knowledge/attitudes/opinions; share and engage the audience with compelling stories of innovation, discovery and inspiration; measure newly informed knowledge/attitudes/opinions; and quantify results and movements in opinion.

NASA Tweet-ups: Inside access, social media activities with employees/astronauts at NASA Centers.

NASA BuzzRoom: Social media aggregation tool to facilitate and archive the social media conversation.

LAUNCH: Water: a global initiative to identify and support the most innovative, disruptive work poised to sustain life on planet Earth.

Space Station Photosynth: Space Station, Mars, Shuttle images are loaded into a 3-d interface to let the user zoom in and browse real images from our space missions.

Astronaut Flight Lounge: Virtual conversation with astronauts through pre-recorded questions and answers available in web-format.

We're successful if our story becomes their story that they share with passion and pride.