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STRATEGIC PLANNING FOR SPACE ADVOCATES - LESSONS LEARNED FROM THE EARLY US  
PRO-SPACE MOVEMENT AND 1980'S CANADIAN ADVOCACY.

**Abstract**

It's a platitude that space exploration is at a crossroads. But the world is certainly changing, if recent media reports are any indication. How can space policy experts most effectively advocate their positions and projects in this brave new world of government cutbacks and commercial constraints?

The first step is to learn from the historical examples of others.

For example, an analysis of the early US pro-space movement (as outlined in books like "Reaching for the High Frontier: The American Pro-Space Movement, 1972-1984" - by Michael A. G. Michaud) is certainly useful in order to develop a "strategic planning approach" to managing current activities within science and technology organizations and between the various stakeholders in the sector.

But we also need to make this analysis relevant and useful for planning future activities.

We must inventory relevant academic, business and government players, then define our expected outcome and explore potential strategies to achieve these outcomes instead of simply flinging unformed and incomplete ideas "up against the wall" to see what sticks.

Otherwise, nothing ever will.

This talk will explore potential models for this analysis with a heavy emphasis on Canadian political advocacy models developed in the 1980's related to the North American free trade agreement and Canadian cultural advocacy.