

IAF SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
Calling Planet Earth - Space Outreach to the General Public (6)

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IGNITING INTERNATIONAL EXCITEMENT FOR INTERPLANETARY SPACE TRAVEL

Abstract

For the first time in history, NASA and ESA are joining forces to launch the first of a series of missions to send astronauts beyond the moon. This bold endeavor will ignite the next generation of space exploration that will include a journey to Mars and future interplanetary expeditions throughout our solar system.

NASA's next generation spacecraft and future human space exploration vehicle – Orion – will be the first human-rated spacecraft to venture this far since the last Apollo mission in 1972. Exploration Mission-1 will be an uncrewed flight test that will launch Orion atop the new Space Launch System rocket from NASA's Kennedy Spaceport in Florida for a 21-day mission to the far side of the moon and back. This flight will be the most exciting human spaceflight launch since the first International Space Station module was launched in 1998 to become the renowned orbiting laboratory it is today.

The NASA/ESA/Industry team has coordinated an international communications and outreach initiative through innovative social media campaigns, designed eye-catching graphics, generated captivating multimedia productions, supported hundreds of community and educational events, garnered thousands of news headlines around the world, and fostered positive morale among employees with fun and engaging internal communications and events. Strategic partnerships with Peanuts Worldwide, Cinemark and other well-known organizations help generate further excitement and interest in space exploration, inspiring today's youth to study and seek out careers in the STEAM fields – science, technology, engineering, arts and math.

Orion's first flight test – Exploration Flight Test-1 – generated thousands of news stories and more than 3.8 billion social media impressions for Orion, with the 1 Trending hashtags on Dec. 5, 2014. On launch day, NASA TV's YouTube site reached more than 1.2 million people – nearly twice the number of people reached on the seven days surrounding Curiosity's landing in 2012. Even celebrities Pharrell Williams, William Shatner, Dwight Howard, Nichelle Nichols and many others expressed their support for Orion. We expect Exploration Mission-1 to generate twice that excitement. Come hear and see how.