

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

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ENGAGING A GLOBAL AUDIENCE THROUGH MEDIA: SPACE HERO'S PRIVATE ASTRONAUT
MISSION TO THE ISS

Abstract

SPACE HERO is a global space media company searching for the next generation of space explorers. The winning candidate of Space Hero will be launched into Earth's orbit and live aboard the International Space Station (ISS) for up to 10 days on a Private Astronaut Mission. It will be the biggest television prize ever to be given away – a *55mtickettotheISS*.

Space Hero will bring together a global audience that will watch, cheer on, and vote for one of twenty four finalists as they compete through challenges and events until the final space hero is chosen. Finalists will draw evenly from developed and developing countries and many of them will possibly be the first from their nation to ever go to space. The world will watch as our space hero blasts toward space on their way to live and work alongside a crew of international astronauts. The journey to the ISS will be documented and our space hero will work through their outreach, science, and educational activities on the ISS as our global audience follows daily via our Mobile App. And when our space hero prepares to return to Earth, their story will have already inspired a new generation of future space heroes. Upon return to Earth, our space hero will become part of a larger story about space exploration. Their personal story will set the stage for the next space generation, to push further the boundaries of what is possible, and make real the hopes and dreams of many who want to explore space.

Space Hero will set out to create a truly global story arc and present space as an international endeavor that brings us together by letting the public take part in finding and electing the winner that will fly to space. In this presentation, we will discuss our work with NASA and our partners to achieve a successful mission and educate a global audience about the importance of space and how its benefits and investments help us on Earth.