

IAF SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)  
Calling Planet Earth: Large Engagement and Communications Initiatives (6)

Author: Mr. Nathan Johnson  
The Space Court Foundation Inc., United States

Mr. Christopher Hearsey  
The Space Court Foundation Inc., United States

Mr. Jonathan Kaley-Isley  
The Space Court Foundation Inc., The Netherlands

Mr. KangSan Kim  
Space Generation Advisory Council (SGAC), Korea, Republic of

THE HALEY PROJECT: ENHANCING LITERACY IN SPACE LAW IN 21ST CENTURY SOCIAL  
MEDIA PLATFORMS

**Abstract**

Andrew G. Haley's major contribution to the space community as a thought leader and powerful communicator ended with his sudden death in 1966. Although mostly lost to history, Haley served as the fourth IAF president and the first practitioner of space law after having a distinguished career in communications law and policy. His most notable legacy is through his early space law work, culminating in the publication of his seminal work "Space Law and Government," and the various space organizations he helped found and lead, including Aerojet, the IAF, IISL, IAA, and AIAA. His work is only becoming more relevant in the modern era as more governments participate in the global space economy and different stakeholders in the private and non-government sectors rise to prominence.

The Space Court Foundation (SCF), a non-profit promoting space law education and the rule of law, recognized the opportunity to engage the public in reviving Andrew G. Haley as an icon of global space law on the 60th anniversary of the publication of "Space Law and Government." SCF's pioneering work in this project reintroduces the audience to the beginning of the space age from the perspective of Haley and his contemporaries who were just starting to consider the sociological and legal practicalities and challenges of spaceflight. The Haley Project is SCF's effort to generate social engagement and increase public literacy around space law through an analysis and review of Andrew G. Haley's life and work.

This paper illustrates how the Haley Project utilizes various social media platforms, like Youtube and LinkedIn, to curate videos and podcast episodes on space law, anchored by Haley's biography and the 12 chapters of his book. SCF used documentary interviews to engage experts in space law and history in a series of topic-focused analyses. This paper lays out the various fields of experts that SCF has consulted in making the Haley Project, the decision process behind identifying relevant interviewees, and the role of partner institutions in bringing success to the Haley Project.

This paper provides readers with SCF's methodology to popularize key space topics, whereby the procedures and thought processes could be emulated in other fields of the space sector. With the space regime becoming increasingly globalized, social media will be an essential component of cultivating the next generation of space experts and serve as an additional medium of knowledge acquisition within the general public's easy reach.