

Griffin Communications Group

Education & Public Outreach Programs

Presented to:
LPI Next-Generation Suborbital
Researchers Conference

February 19, 2010



Why do you need an

E&PO?

program •

- Build knowledge
- Instill excitement
- Enlist support
- Move the needle
- Generate results

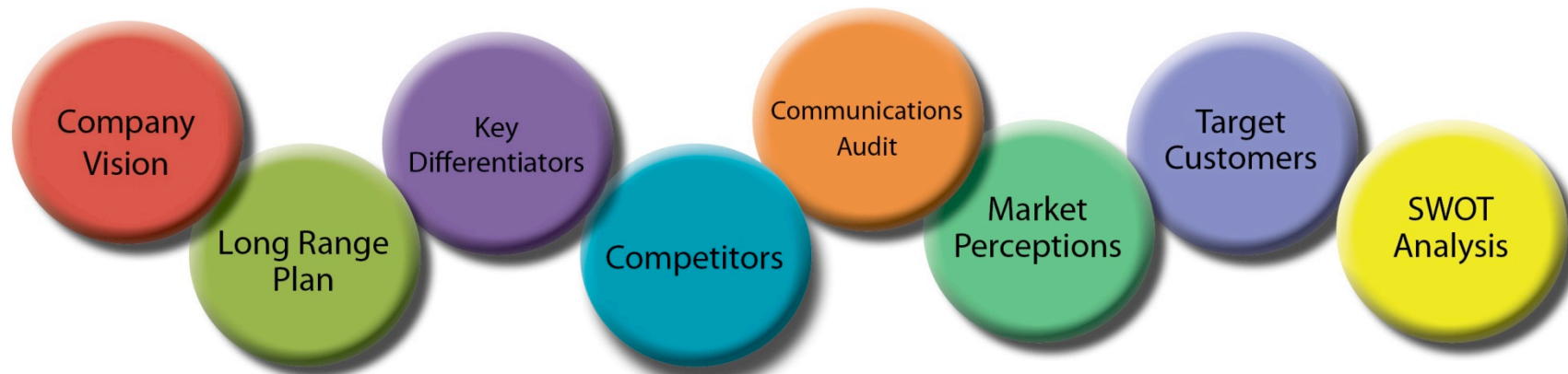
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Program Development Process



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Step 1: Discovery



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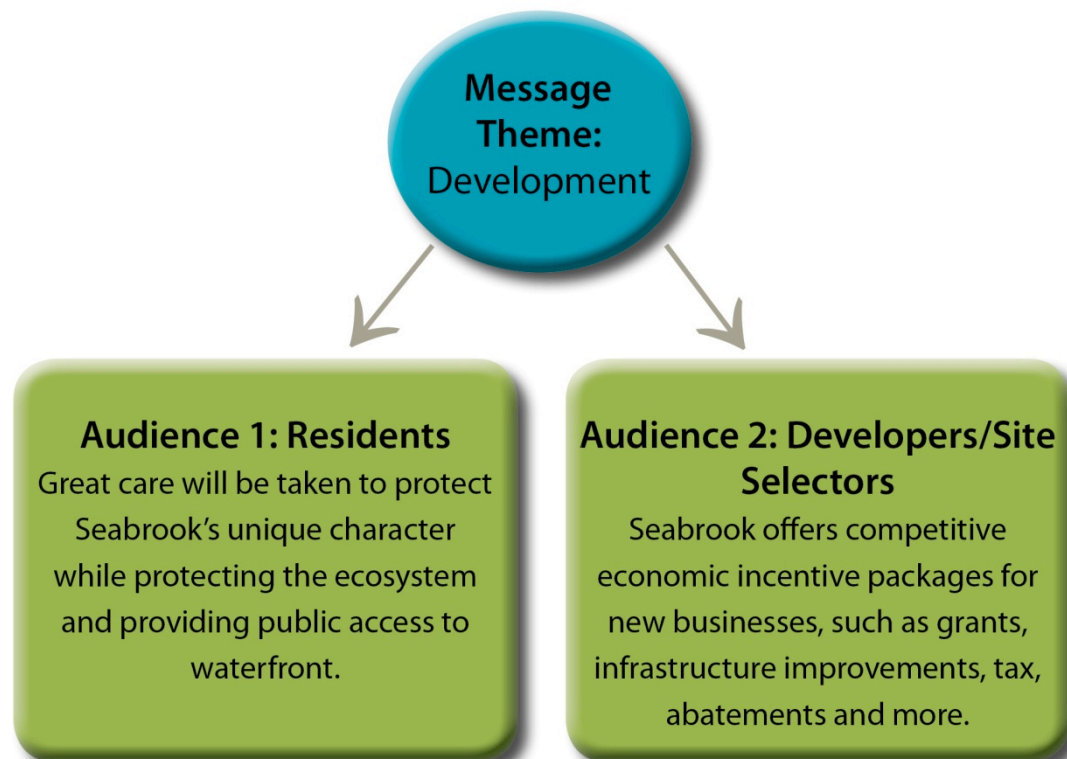
Step 2: Audiences

- General Public
- Elected Officials
- Educators
- Media



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Step 2: Messages



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Step 3: Communications Strategy



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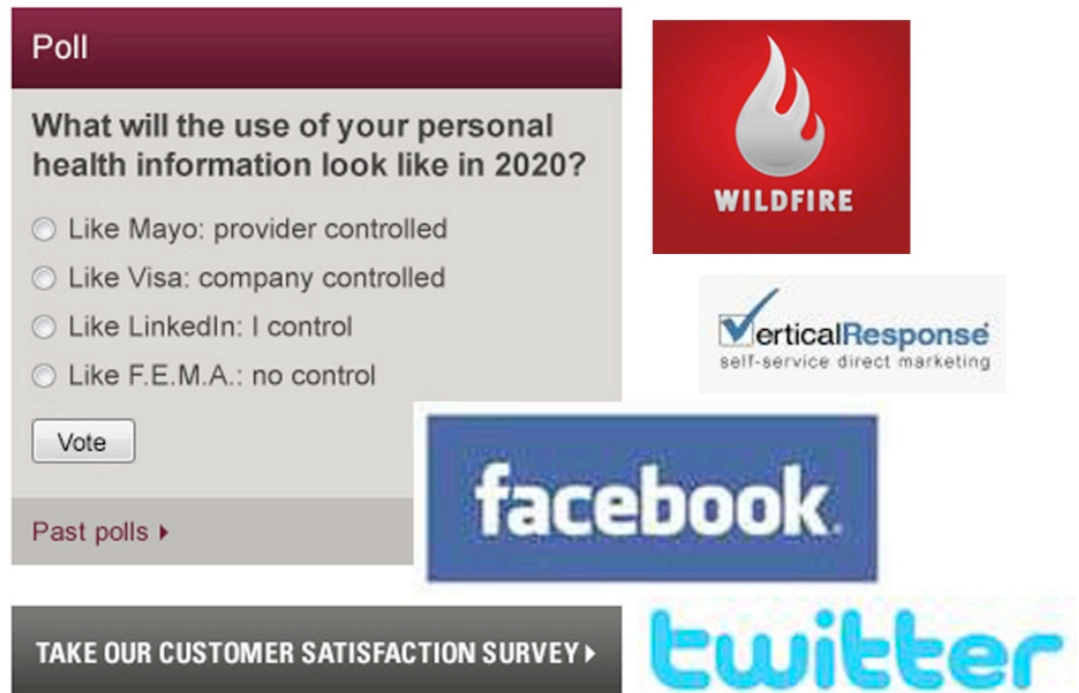
Step 3: Communications Tactics



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Step 4: Implementation & Evaluation

Polls, Surveys, Focus Groups



The collage includes the following elements:

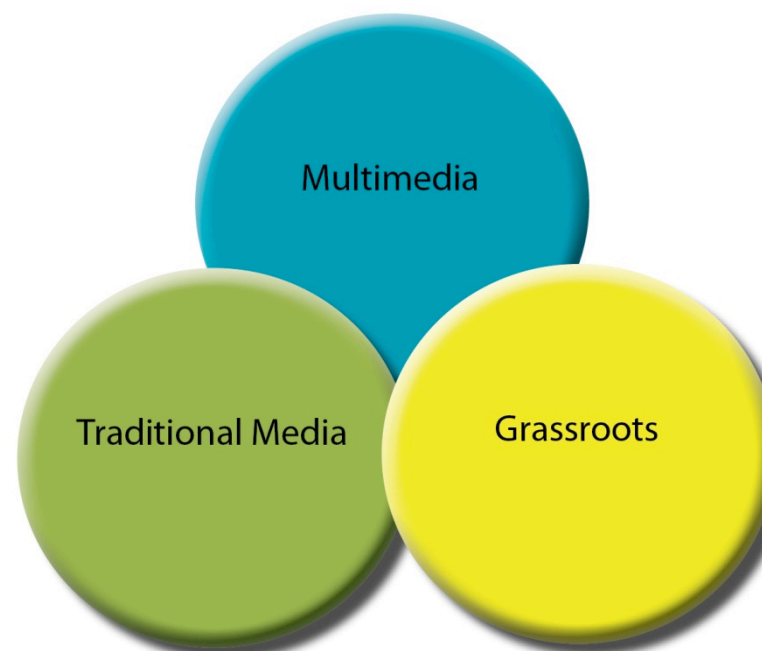
- Poll** (maroon header)
- What will the use of your personal health information look like in 2020?**
- Four radio button options:
 - ☐ Like Mayo: provider controlled
 - ☐ Like Visa: company controlled
 - ☐ Like LinkedIn: I control
 - ☐ Like F.E.M.A.: no control
- Vote** button
- Past polls ▶** link
- WILDFIRE** logo (red square with a white flame)
- VerticalResponse** logo (blue checkmark icon and text "self-service direct marketing")
- facebook.** logo (blue rectangle with white text)
- twitter** logo (blue text)
- TAKE OUR CUSTOMER SATISFACTION SURVEY ▶** button (dark grey rectangle with white text)

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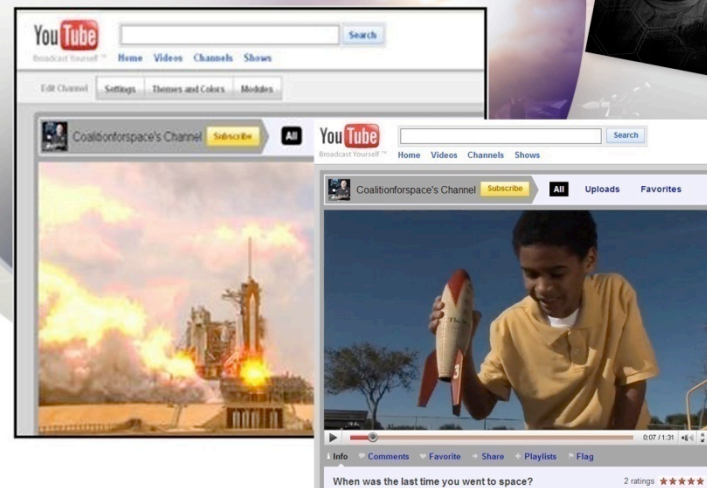
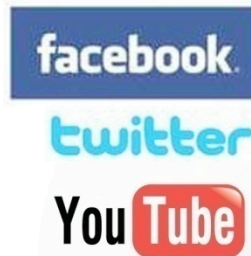
Client Case Study



How we Do It!



Multimedia



Traditional Media



The San Diego
Union-Tribune
Date: Sunday, December 28, 2008
Location: SAN DIEGO, CA
Circulation (DMA): 578,898 (2)
Type (Frequency): Newspaper (S)
Page: 73
Keyword: The Coalition for Space

America's space program is in danger

By Jim Lovell

Discouraging. That's what the recent string of economic bad news is. We have government bailouts of consumer industries with a price tag that has escalated to some \$700 billion. Additionally, we're cautious with the need to do related work force. A recent analysis of all U.S. war

tion and applied his support for funds for NASA and its program. NASA can be counted on to change to energy independent research. As has been for over 50 years, there's a public for investing in your work. In fact, nobody knows that those here in San Diego, in applied their talents to the first American into space. It was a pleasure to visit

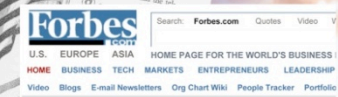
The Washington Times

SPENDING \$100 BIL. FOR THE SPACE PROGRAM

Commitment is needed Stop-start plots a trajectory of failure

By Nick Lampson and Dave Willens

A nation's current course of space exploration is a series of stop-starts, the authors of a new report say. The report, published by the American Space Council, a conservative think tank, says that the current course of space exploration is a series of stop-starts, the authors of a new report say. The report, published by the American Space Council, a conservative think tank, says that the current course of space exploration is a series of stop-starts, the authors of a new report say.



Advancing Medical Technology From Space

HOUSTON, Sept. 23 /PRNewswire/ -- The Coalition for Space Exploration (http://www.spacecoalition.com), the leading collaboration of space industry businesses and advocacy groups, announced today the release of a statement by board member Dr. Bernard Harris Jr., who was the first African American to walk in space and served as a mission specialist and payload commander on two Space Shuttle flights.



Grassroots

January 2009 Survey

Nearly 9 out of every 10 Americans value U.S. space exploration

The Coalition for Space Exploration conducted a survey in January 2009 as part of its ongoing mission to continually measure public support for the U.S. space program. These findings remain consistent with previous Coalition research efforts showing that the space is still a high priority for Americans.

Industry value in 2008 increased to more than \$204 billion and account for nearly 2% of the U.S. gross domestic product. This is 2007 due to U.S. aerospace industry had strong trade surplus of \$10 billion – the largest of any manufacturing sector. After lowering this information, nearly 90% of adults surveyed placed importance on the U.S. space program.

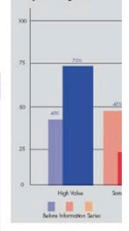
When asked that America's role in the world's space leader is being challenged by other nations, 87% of the survey said that the U.S. should move to maintain its leadership position. Of the percentage, a solid majority (89%) think America "shouldn't" decrease its role in the world's space exploration.



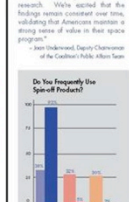
Bob Crippen, Advisory Board Member, STS-129 Spaceflight Now Interview, 12



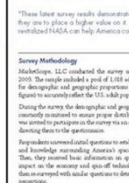
Value Placed on America's Space Program



Which Describes Value of Space Exploration?



Do You Frequently Use Space-Off Products?



These latest survey results demonstrate that the more familiar Americans are with the U.S. space program, the more likely they are to place a higher value on it. We are in agreement with the new administration whose space policy states that a revitalized NASA can help America contribute to our country's economic growth and maintain its edge in innovation.

Survey Methodology

Marketplace LLC conducted the survey from Jan. 16-20, 2009. The sample included a pool of 1,018 adults, that was balanced for demographic and geographic proportions based on U.S. Census figures to accurately reflect the U.S. adult population.

During the survey the demographic and geographic proportions were carefully monitored to ensure proper distribution. Each respondent was asked to participate in the survey via an email containing a link during their participation.

Respondents answered several questions to establish a baseline for value and knowledge surrounding America's space exploration program. Then, they answered how often they use space exploration and its impact on the economy and quality of life. Respondents were then surveyed with similar questions to determine a change in value perception.

The Coalition for Space Exploration is a group of space industry business and aerospace groups that collaborate to advance and inform the public and Congress on the value and benefits of space exploration and to help ensure the United States remains a leader in space, science and technology – key factors that benefit every American, strengthen our security, economy and maintain our national security.

The findings were consistent with your polls and research performed by the Coalition, demonstrating that Americans place strong value of value in their space program.

The sample survey report and data are available online at: www.spacecoalition.org/surveydata.

About the Coalition

The Coalition for Space Exploration is a group of space industry business and aerospace groups that collaborate to advance and inform the public and Congress on the value and benefits of space exploration and to help ensure the United States remains a leader in space, science and technology – key factors that benefit every American, strengthen our security, economy and maintain our national security.

Results

17.9 million individuals reached

275 million media impressions

1,200% increase in traffic to the
Coalition Web site

E&PO Resources

Education and Public Outreach: A Guide for Scientists
www.tos.org/epo_guide/epo_guide.pdf

Space Science Institute, Resources for Scientists in Education & Public Outreach
www.spacescience.org/education/extra/resources_scientists_cd/index.html

ReSciPE - Resources for Scientists in Partnership with Education
cires.colorado.edu/education/k12/rescipe/

The National Academy of Sciences' Resources for Involving Scientists in Education
www.nationalacademies.org/rise/

Space Science Institute
www.spacescience.org/education/index.html

Any
questions?



Thank you for the opportunity
to present to you today.

