

# **COMMUNICATIONS AND OUTREACH**

**Alise Fisher, Public Affairs Specialist, NASA HQ**



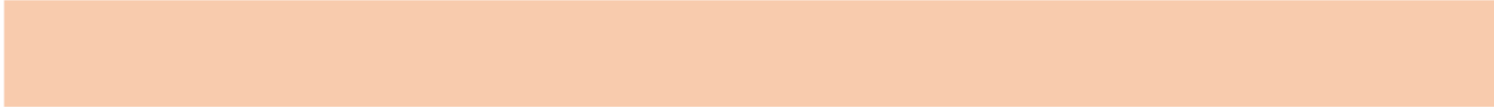
**TODAY'S THEME**  
**Connect**

**Communications strategy**

- Your role as community liaisons
- Where we are now

**COMMUNICATIONS STRATEGY**  
Overall Framework

**GOALS**



## COMMUNICATIONS STRATEGY

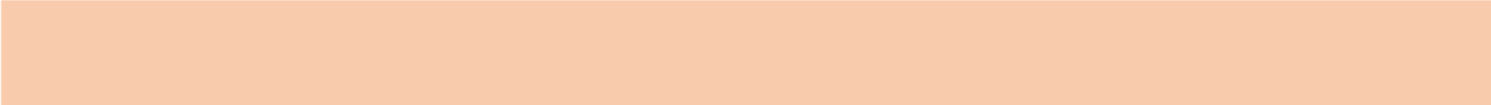
### Goals

- Be specific
- Awareness vs. action
- Goals change over time – focus on the now

# COMMUNICATIONS STRATEGY

## Overall Framework

### GOALS



### AUDIENCES



## COMMUNICATIONS STRATEGY

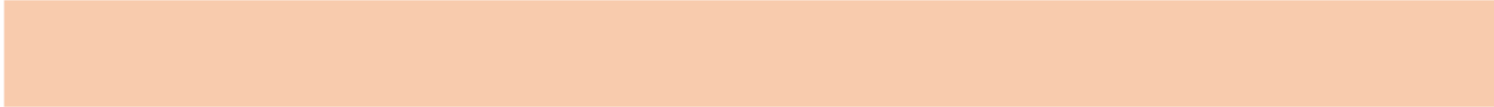
### Audiences

- Be specific (again)
- Who do you need to connect with to accomplish those goals?
- What are their values and motivations?
- What do you have in common with them?
- Are there any barriers to communicating with them?

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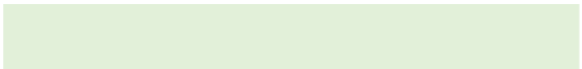
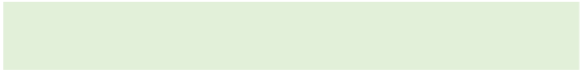
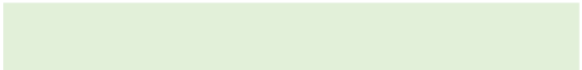
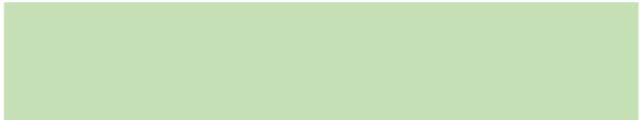
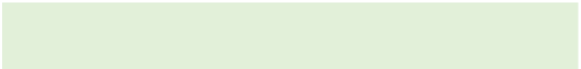
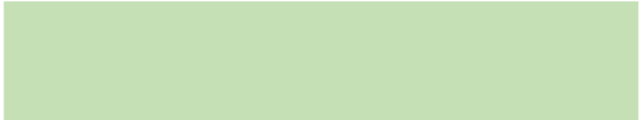
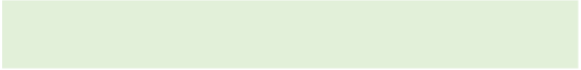
### GOALS



### AUDIENCES



### MESSAGES



## COMMUNICATIONS STRATEGY

# Messages

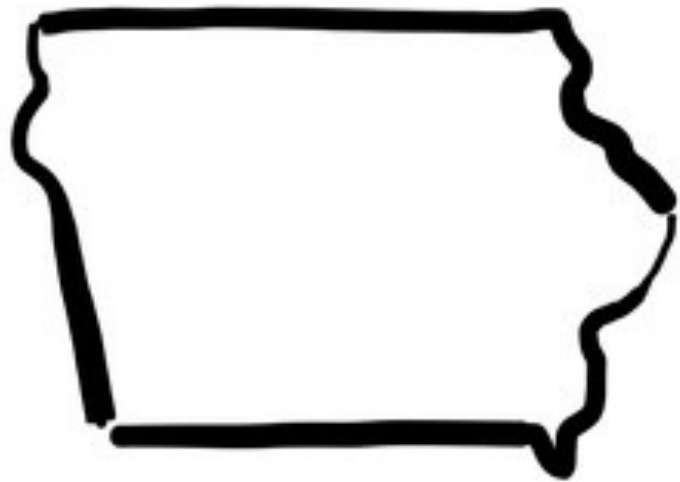
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  - What are the 2-3 things you want them to walk away knowing?

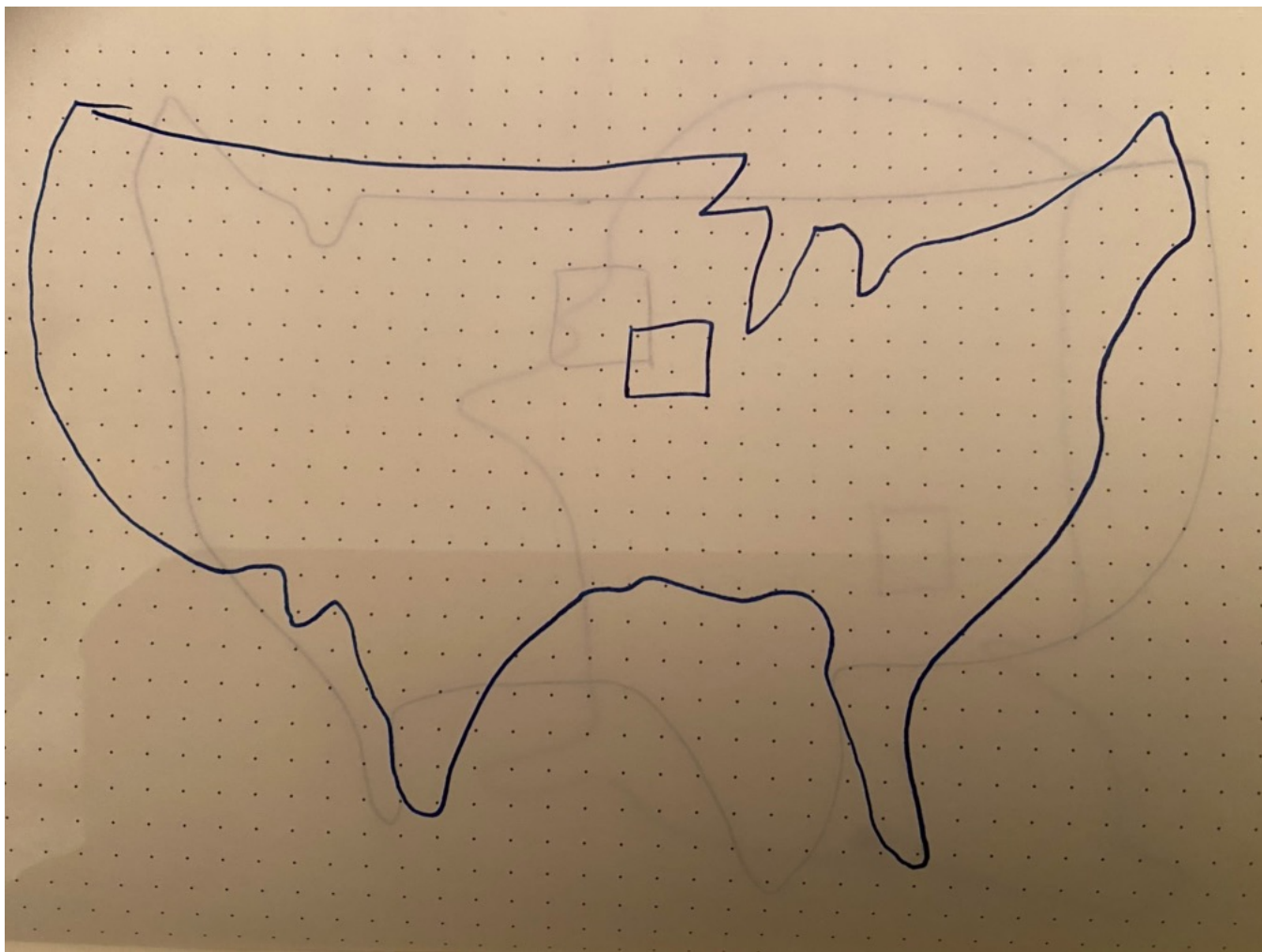
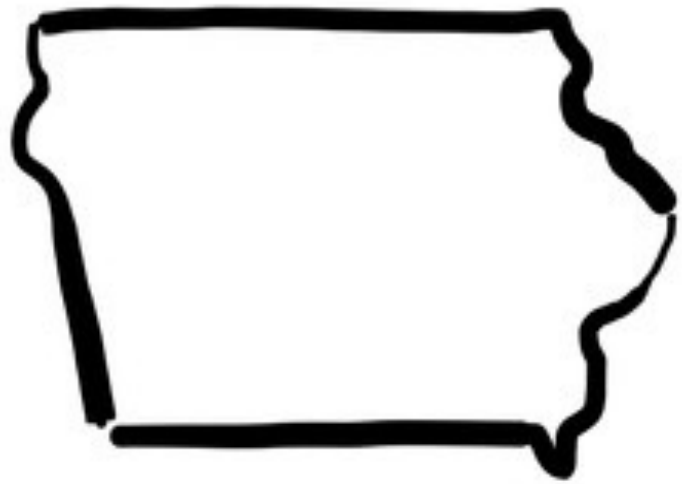


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  - Stress meaning and big picture, not details





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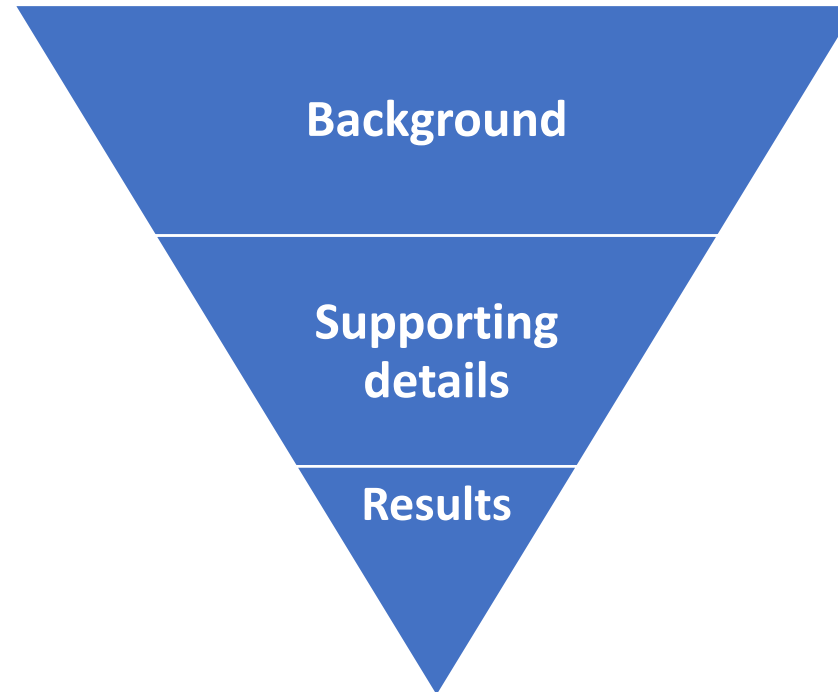
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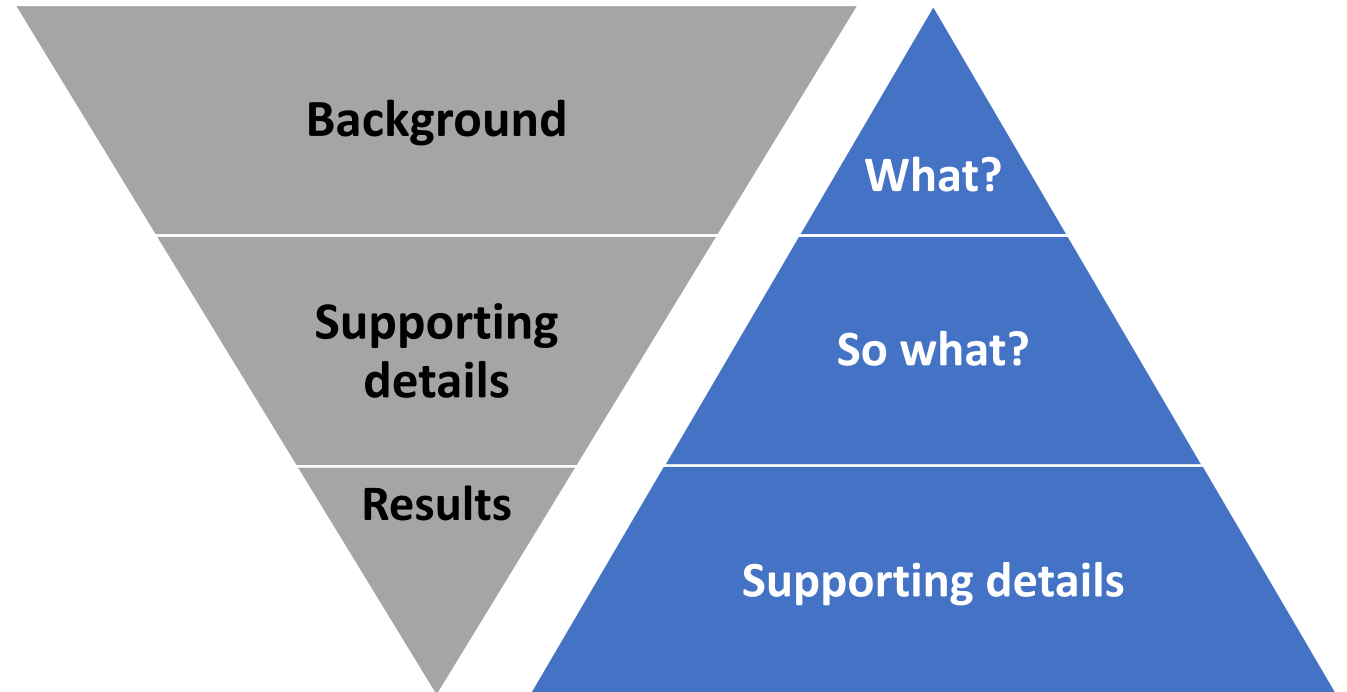
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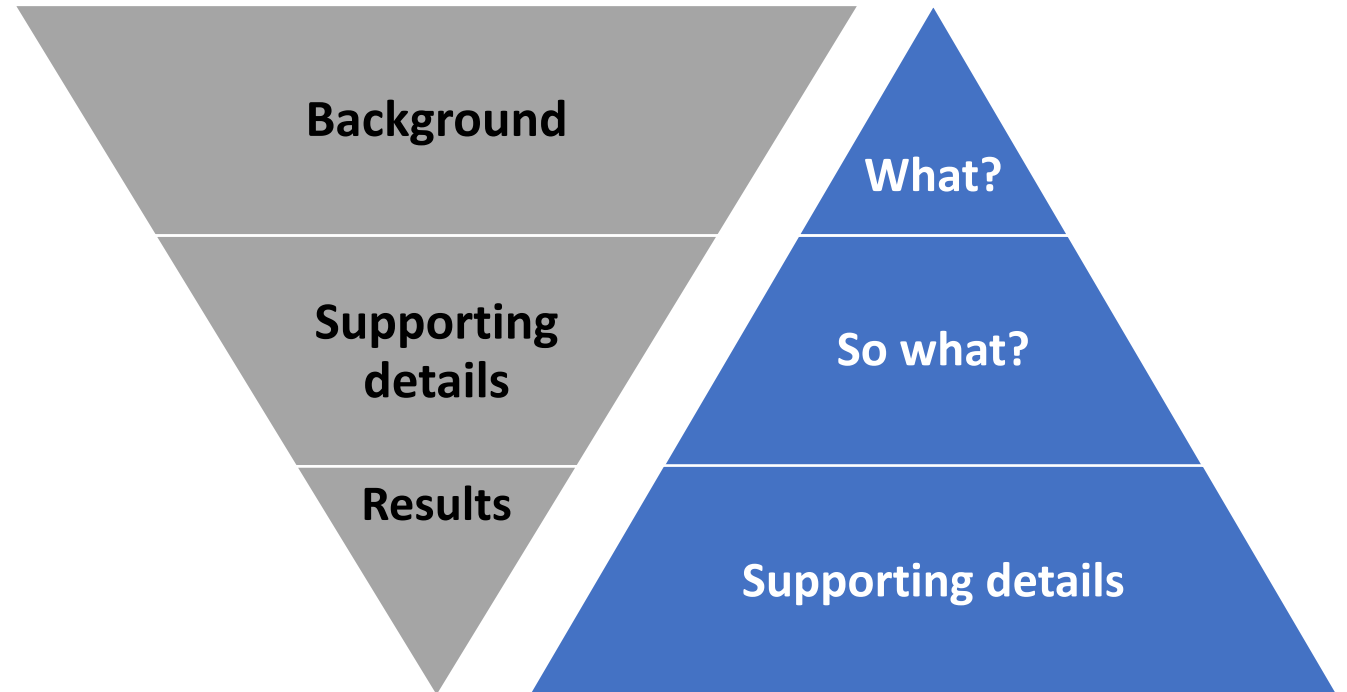
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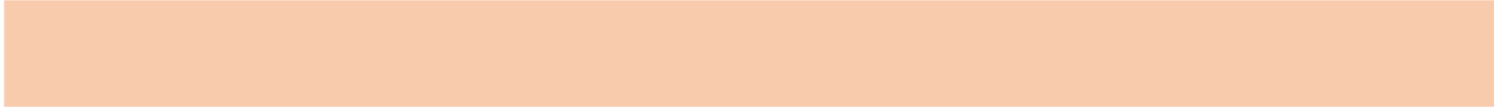
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  - We can see an eclipse on Earth when the Moon passes in front of the Sun.
  - On Earth, we can see an eclipse when the Moon passes in front of the Sun. An eclipse is an awe-inspiring celestial event that drastically changes the appearance of the two biggest objects we see in our sky.

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## Overall Framework

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### TACTICS



## COMMUNICATIONS STRATEGY

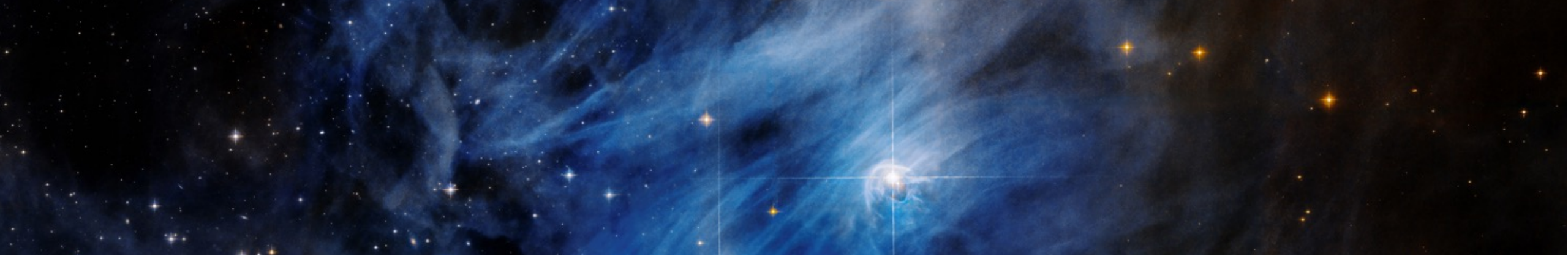
### Tactics

- Where do my audiences get their information?
  - Who can help me find out?
- What is the format of the information?
- Who is delivering the information?
- Do these tactics address the barriers to communicating with this audience?

## WHERE ARE WE?

# Laying the Groundwork

- Focus on community engagement
- Develop comms relationships
- Work on initial messaging + supportive materials
- Discuss spokespeople
- Learn NASA communications guidelines and review processes



**QUESTIONS?**

