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

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?
COMMUNICATIONS STRATEGY
Messages

- Pick just a few messages to get across – your “elevator pitch”
  - What are the 2-3 things you want them to walk away knowing?
COMMUNICATIONS STRATEGY

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  - State the bottom line first
  - Stress meaning and big picture, not details

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We can see an eclipse on Earth 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: our Sun and Moon. On Earth, we can see an eclipse when the Moon passes in front of the Sun.
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COMMUNICATIONS STRATEGY

What?  So what?  Background

Supporting details

Results  Supporting details
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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?