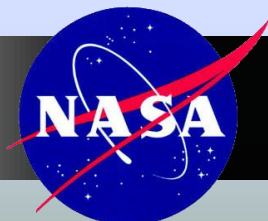


FY13 Tour Recaps

**Phoenix, Ariz.
Atlanta, Ga.
Seattle, Wash.**



Sharing the Wonders of YOUR International Space Station



National Aeronautics and Space Administration

Our IMPACT!..At a Glance...Phoenix, Ariz.

Activity	Impressions
General Public Outreach	31,391 people in attendance at 16 events
Education Outreach	600 children and 40 teachers in attendance at 7 events
Research Symposium	170 people in attendance. Organizations represented (other than NASA JSC) include, CASIS and the SciTech Festival Research events as a whole touched 870 potential space station users. CASIS and PSO supported 6 targeted research events
Legislative Affairs Outreach	Visited 2 highly positive elected official that include the Mayors of Tempe and Scottsdale
Social Media	International Space Station & NASA Johnson Facebook <i>Destination Station: PHX Posts</i> 2,081 likes, 71 comments
	<i>Destination Station: Atlanta Tweets (#DSATL)</i> 90 re-tweets and 163,520 impressions (Partner venues/ambassadors that used Twitter, Facebook, or any other social media platform to promote/ discuss Destination Station: PHX
Media	887,660 impressions (newspaper, online, etc.) in a media (TV) market ranked 14

Our IMPACT!..At a Glance...Atlanta, Ga.

Activity	Impressions
General Public Outreach	710 people in attendance at 7 events. 8,000 people visited the exhibit.
Education Outreach	6,329 children in attendance at 14 events. Out of 14 events, there were 3 DLN events and 1 ARISS station event.
Research Outreach	233 potential Space Station users attended 7 events. Since DS: ATL, PSO & CASIS have been invited back to attend a conference at Emory University to discuss Space Station research opportunities with other affiliated research institutions. 3 researchers at Emory expressed great interest in submitting to CASIS' STEM Cell RFP. Other serious inquires from scientists were from GA State University and the Centers for Disease Control & Prevention
Legislative Affairs Outreach	Visited 7 Atlanta area elected officials offices
Social Media	International Space Station & NASA Johnson Facebook Destination Station: Atlanta Posts 1,409 likes
	<i>Destination Station: Atlanta Tweets (#DSATL)</i> 321,099 accounts reached & 3,449,179 impressions 36% of people who tweeted about DS: ATL have at least 1,000 or followers and 22% of people have at least 10K followers
Media	5,657,063 impressions (newspaper, online, etc.) in a media (TV) market ranked 9 . PSO & Astro Shane Kimbrough had the opportunity to visit CNN and talk to Dr. Sanjay Gupta's producers. Also, The Weather Channel came out and covered the downlink event & the exhibit

Our IMPACT!..At a Glance...Seattle, Wash.

Activity	Impressions
General Public Outreach	920 people in attendance at 9 events
Education Outreach	1,981 children and teachers in attendance at 9 events
Research Outreach	348 people in attendance for all events as a whole. Organizations represented (other than NASA JSC) include, CASIS and the Seattle Science Festival CASIS and PSO supported 10 targeted research events
Legislative Affairs Outreach	Visited 7 highly positive elected official that include members of the Senate and Congress
Social Media	International Space Station & NASA Johnson Facebook Destination Station: Seattle Posts 37 posts
	<i>Destination Station: Seattle Tweets (#DSSEATTLE)</i> 50 total tweets with 315,747 total twitter accounts reached with over 773,069 total impressions (Partner venues/ambassadors that used Twitter, Facebook, or any other social media platform to promote/ discuss Destination Station: Seattle)
Media	11,567,229 impressions (newspaper, online, etc.) in a media (TV) market ranked 12

Destination Station: Phoenix



Phoenix, Ariz.

2/21 to 3/2

Highlights



General Public Events...

Arizona Museum of Natural History, Fiesta Bowl Parade, Geek's Night Out, Arizona State University – Night of the Open Door,

General public events in Phoenix were well received. In total, there were 18 general public events with over 31,000 attendees.

Events to highlight include, participation in the 2013 Fiesta Bowl festivities where Astronaut Joe Acaba was a feature in the parade. Over 20,000 people attended that Fiesta Bowl. Acaba also participated in Fiesta Bowl activities at the Arizona Challenger Center.

During the core campaign week, an event of note was Geek's Night Out with the city of Tempe. Over 3,000 people attended the event. NASA and ISS were publically recognized by the Mayor of Tempe and the entire city council. Another highlight is the Arizona State University – Night of the Open Door event where 3,200 people came out to learn about science and technology. The event was hosted by the Arizona Museum of Natural History.

Research Events...

University of Arizona, Barrow Neurological Institute , Space Science Research Symposium

Noted research events include Dr. Julie Robinson and CASIS visiting the University of Arizona. Dr. Robinson and CASIS toured the school's research facilities and met with several important faculty members. The school expressed an interest in collaborating with NASA on several research projects that include, developing an earth observation/arid lands sensor, engaging NASA on the IPLANT supercomputer big data processing program, and at least three smaller initiatives related to life support initiatives, the Optix program, and the Space Biomedical Research Institute

Another notable research event included CASIS and Dr. Tara Ruttley visiting the Barrow Neurological Institute. Barrow also expressed an interest in developing human health research projects with NASA and CASIS.

Lastly, NASA /ISS hosted a Space Science Research Symposium. There was over 170 people in attendance at the event. Don Petit was the keynote speaker. Dr. Tara Ruttley, CASIS, and Dr. Cheryl Nickerson of ASU (P.I. for the salmonella vaccine) also spoke about space station research and the benefits to humanity.



Education Events...

School visits and DLN (Digital Learning Network)

The downlink was held at the Metropolitan Arts Institute and over 200 students were in attendance. There were also several media stories about the downlink. Other education events during the campaign include two DLN events at Salt River High School in Scottsdale, AZ and Centennial Middle School in Phoenix, AZ.



Legislative Affairs Events...

John Gains, NASA HQ, supported the legislative affairs events with astronaut Rick Linnehan who was able to meet with several members of the Phoenix legislative body. He was also formally introduced and recognized by the group on the house floor. Here is a complete list of those visited:

- ❖ *Mayor of Tempe, Mark Mitchell*
- ❖ *State Representative Andrew Sherwood*
- ❖ *Senate President Andy Biggs*
- ❖ *Secretary of State Ken Bennett*
- ❖ *Linnehan was also on the floor during the pledge of allegiance and opening of the session.*

- ❖ *State Representative Ed Pastor*
- ❖ *District Staff of Representative Trent Franks*
- ❖ *Senator Jeff Flakes*
- ❖ *Mayor of Scottsdale, Jim Lane*



Recommendations for campaign improvement.... KB Woods Public Relations

More Communication– There was a general consensus among those interviewed that NASA in general could do a better job of communicating research opportunities and the current status of NASA.

Specific talks geared towards research – The focus group interviewed about DS: Phoenix found that if in fact we are looking to have meetings to discover potential research for station, we need more targeted talks with our key audience.

Tailoring the information to suit the audience – Most also thought that messaging should be tailored for the specific audience. So for example, if speaking with a group of biomed – a presentation more tailored towards would be most helpful,

Destination Station: Atlanta



Atlanta, Ga.

4/15 to 4/21

Highlights

Destination Station: Atlanta *Highlights*



General Public Events...

Tellus Science Museum, Evening with Astronaut Tracy Caldwell Dyson, McNair Learning Academy, and Atlanta Science Tavern

The general public events were well received in Atlanta. NASA hosted events at Tellus Museum. Over 300 people were in attendance to hear astronaut Shane Kimbrough speak about his experiences in space. Shane also threw the first pitch at a Georgia Tech University baseball game and talked to 50 students a part of a Georgia Tech student mentor program about dreaming big and pursuing careers in science and math.

Tracy Caldwell Dyson also supported events at the Fernbank Science Center where she spoke to over 100 people about her experiences a board the space station. Tracy also visited the McNair Learning Academy and participated in a school pep rally with over 200 students.

Lastly, Dr. Liz Warren from PSO conducted a presentation at the Atlanta Science Tavern Meet Up! group about the wonders of the space station and how discoveries made in space improve life on Earth. Over 80 people were in attendance.

Research Events...

Centers for Disease Control & Prevention and Emory University

The audience at Emory University, in particular, was very interested and engaged with the presentations, especially as it related to an upcoming CASIS Stem Cell RFP.

Currently, CASIS is expecting 2-4 proposals from Emory researchers interested in submitting to the Stem Cell RFP. Additionally, CASIS, the space station program science office, and Emory have been in discussions about holding a potential space station research conference at their university

Lastly, the CDC (Centers for Disease Control and Prevention) expressed interest in the space station program science office and CASIS returning to their campus to discuss details of future CDC participation in space station research.

Destination Station: Atlanta *Highlights*



Education Events...

**School visits, DLN (Digital Learning Network),
and ARISS (Amateur Radio International Space Station)**

NASA visited multiple schools from the Atlanta Public School District and Cobb County Public School District. In total, 14 schools heard from NASA about living and working aboard the space station. Also, NASA hosted remote school events through DLN and ARISS. Stratford Academy participated in an ARISS event. Over 1,000 students heard from Chris Hatfield about his experiences in space. Also, Heather Paul talked with her alma mater, Memorial Middle School, through DLN. Over 100 students learned about space suit technology.

Legislative Affairs Events...

Tracy Caldwell Dyson was on hand to support visits with local elected officials. While in the city, Tracy met with state Senator John Isakson, Congressman Davis Scott, Congressman Phil Gingrey, Mayor Jim Baskett –Decatur, Ga., and members of Atlanta’s Department of Education. Information about the space station was also delivered to the Mayor of Atlanta and the Governor of Georgia, just to name a few.





Recommendations for exhibit improvement.... ***Duffey Communications***

Develop hands-on portions of the exhibit – People remember experiences, and the most memorable experiences are created when visitors are given the opportunity to take part in a hands-on exhibit. For adults this could be touching materials used to build the space craft or trying on a space suit. For children the interactive element could be writing a message for an astronaut that can be scanned and sent virtually, an at-exhibit coloring station that contains space-themed coloring pages, or station where children can try a sample of the food served in space – e.g. space ice cream.

Have astronauts and NASA reps at the exhibit and presentations – If possible, the space experience could be greatly enhanced if every visitor had the opportunity to interact with a NASA rep or astronaut, even if they did not attend a specific event. This would provide more interaction for those who came to the exhibit during down times .

Recommendations for event (business related) improvement.... ***Duffey Communications***

Showcase in-depth findings – One of the components the presentation lacked was actual results from Space Station research. Presenting compelling case studies in both presentation and print hand-out format can better persuade the audience to submit their projects.

Be more transparent with the funding required to conduct research – The presentation covered the process of getting research submitted and a general overview of pricing, but many wanted to know exact numbers so that they could determine if this was a realistic opportunity

Provide sample research proposals – It's important to capture people in the moment. After the presentation, the audience felt excited about the opportunities with the Space Station/CASIS. A great hand-out would be a guideline document on submitting research for approval that participants can fill out as a first step towards creating a research proposal. You could also provide example initial proposals from research accepted onboard the Space Station.

Destination Station: Seattle



Seattle, Wash.

6/10 to 6/16

Highlights



General Public Events...

Seattle Children's Hospital Visit, Photo Center Northwest, Future of Flight Aviation Center & Boeing Tour and the Museum of Flight

The general public events in Seattle went well. In total, there were 9 general public events with over 870 attendees.

Events to highlight include, Photo Center Northwest where NASA Photographer Mark Sowa was the key speaker and shared his experiences as a scientific photographer. Over 100 patients were treated to a visit from astronaut Drew Feustel at the Seattle Children's Hospital.

The weekend events, featuring astronaut Mike Foreman, had high attendance with 200 attendees at each event. Events were Future of Flight Aviation Center & Boeing Tour, and the Museum of Flight. Astronaut Foreman signed autographs and met with museum goers at both venues.

Research Events...

NOAA, Seattle Children's Research Institute, Seattle BioMed, Fred Hutchinson Cancer Center, University of Washington Clinical Research Center and Department of Global Health

Seattle was the first Destination Station where the events were primarily research focused. Highlights include an event at NOAA (National Oceanic and Atmospheric Administration). PSO and PAO participated in a private tour of the facility along with a meeting with NOAA scientists.

Seattle Biomed and Seattle Children's Research Center both proved to be gracious hosts and allowed PSO to present information about the value of space station research. Over 70 potential space station users attended the events.

Another notable event was at the University of Washington Clinical Research Center and Department of Global Health where 30 scientists gathered to speak with PSO.

Finally, the researchers at the Fred Hutchinson Cancer Center were very engaged with information provided by PSO and CASIS. As a result, one researcher submitted an unsolicited proposal to conduct an HIV vaccination investigation.



Destination Station: Seattle *Highlights*

Education Events...

Downlink & School Visits

The downlink went well and was held at the conference center for the Cascade Community School. Local students were bused in from various locations throughout the district to attend.

Visits to local schools reached over 1,981 students.

Dearborn Park (150)

Concord (200)

MLK (48)

Dunlap (100)

Hawthorne (168)

Thurgood Marshall (200)

Boren (255)

Maple (310)

James Monroe Elementary (550)

Legislative Affairs Events...

Legislative affairs visits in Seattle went well. The staff met with several highly influential members of the Senate and Congress.

Visits with Elected Official

- Congresswoman Suzan DelBene (D-WA-1)
- Congressman Derek Kilmer (D-WA-6)
- Congressman David Reichert (R-WA-8)
- Lt. Gov. Brad Owen, State of Washington; Alex Pietsch, Director, Governor's Office of Aerospace (Governor Jay Inslee)

Visits with Elected Official's Staff

- Sen. Patty Murray (D-WA)
- Sen. Maria Cantwell (D-WA)
- Congressman Rick Larsen (D-WA-2)



Recommendations for event improvement.... From Barokas Public Relations

In the feedback received from Barokas PR most of the folks surveyed thought the events were great and were excited about the exhibit. There were similar statements around the research activities. Several of the scientists that invited the NASA team to present – spoke candidly with BPR as well. There were some noted areas of improvement. These items are listed below.

Room for improvement - Research Visits*

**These statements are first hand from the scientists interviewed*

Messaging /organization / scheduling

- “I wasn’t aware of the reason why they were coming to Seattle.”
- “I was confused by the phrase ‘research partnerships’. We assumed that we were being asked for sponsorship rather than being encouraged to apply for grants.”
- “I had no idea why they wanted to come. We threw out the idea to head scientists and superiors. It was more of a ‘why not’ sort of thing. No one thought it would have actual relevance.”
- “The guys appeared to be very tightly scheduled and that led to a somewhat hectic atmosphere and they really weren’t clear on where they were headed when they left.”

CASIS presentations

- “It was designed for a non-scientific lay audience. We didn’t get much that much from that part except for when he talked about the grant process.”
- “One part that was lackluster when folks from CASIS came in. The guy did not know what he was talking about in terms of science.”
- “Would have made it a 5 if the CASIS people hadn’t come or if the guy had delivered better. [...] His background is clearly on the business side. [...] There was some stumbling over scientific words. A good portion of the audience was scientists. So that was a bit frustrating.”

Literature / more resources for further information

- “Leaving some literature would have been good. I am a bit in the dark as to where to go or what to do next. Who makes the next move? What is the next step?”
- “I was left with the impression that the process for applying for grants is in its early stages. Having some literature to leave with us describing the process and program would have been useful.”



Recommendations for exhibit improvement.... Barokas Public Relations

Room for improvement - Exhibit*

**These statements are first hand from those surveyed after viewing the exhibit.*

***Number of people surveyed who had the same comment.*

Exhibit Highlights

- “The postcard picture machine” (Mentioned by 8** respondents)
- “Videos” (6**)
- “Interactive/touch screen displays” (12**)

Exhibit Lowlights

- “Could have been more engaging and interactive” (10**)
- Technical problems
- Videos not working (3**)
- Postcard machine not working (4**)
- “Could have been bigger” (5**)

Room for improvement - Events*

**These statements are first hand from those surveyed after viewing the event.*

***Number of people surveyed who had the same comment.*

Event Highlights

- “The overview/description of the job or a NASA photographer” (3**)
- “The information and how it was presented” (2**)
- “Meeting Astronaut Mike Barratt” (6**)
- “Mike’s firsthand account of being an astronaut” (9**)

Event Lowlights

- More/better visuals
- “More pretty pictures like the ones that the Kepler mission provided”
- “Better quality visuals”
- “More use of technology”
- “Humor”
- “More visuals and/or videos” (4**)
- “A video was not available due to technical problems”
- “More Q&A time” (2**)