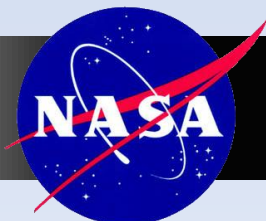
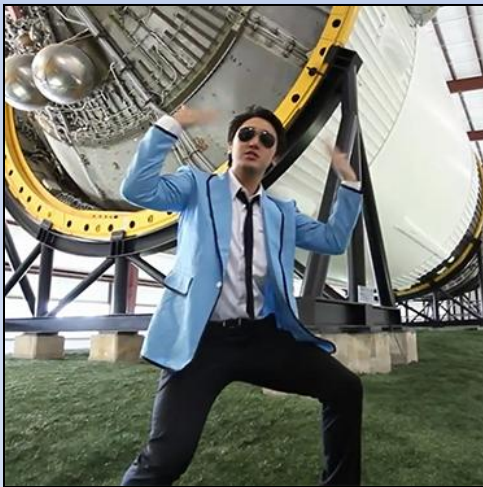


NASA Johnson Style

Public Relations/Social Media Campaign

Wrap-Up Report



National Aeronautics and Space Administration

NASA Johnson Style (*Gangnam Style* parody)

- Goals:**
- Promote NASA and current activities
 - Promote STEM education
 - Encourage young people to participate in NASA student programs and other JSC education programs

NASA Johnson Style IMPACT!..At a Glance

Type	Impressions (As of 1/28 – Estimated)
YouTube	4,355,810 ReelNASA YouTube views; 6,282 comments
Twitter	115,031 Twitter account reached with information (comments, video link, re-tweets, etc.) about NASA Johnson Style
Facebook	<p><i>NASA's Johnson Space Center</i> 278 likes, 33 comments, 251 shares</p> <p><i>International Space Station</i> 265 likes, 26 comments, 139 shares</p> <p><i>JSC Students</i> 182 likes, 50 comments, 69 shares</p> <p><i>JSC Education</i> 20 likes, 15 comments</p> <p><i>Teaching From Space</i> 17 likes, 10 comments</p>
Media	840,790,876 (Online and print)

NASA Johnson Style (*Gangnam Style* parody)

NASA Johnson Style IMPACT!..At a Glance

- During the time NJS has been posted, ReelNASA has gained **4,727** new subscribers, with **1,222** of those subscribers in the United States
- A net total of **10,094** users added NJS to their YouTube favorites
- www.nasa.gov saw **increases in traffic** from YouTube and YouTube mobile that parallel the release of the NASA Johnson Style video
- The NJS project initiated a great **PAO/Education/HR collaboration**. JSC Education and HR participated in media interviews and were mentioned in the NJS press release. Information about JSC students programs was presented to the public.

Comments from the public...

"I was so confused as to what was going on (at NASA) but now I know!"

"Super cool video. Science is great and funny. Thank you NASA guys."

"I first watched this at school where my teacher (Mrs. Davey) showed it to us."

"Smart, talented, hardworking young people."

Top 5 countries who views NASA Johnson Style...

Country	Views
United States	1,527,452
Japan	364,781
Germany	233,833
United Kingdom	144,418
Canada	116,344

NASA Johnson Style (*Gangnam Style* parody)

Houston Chronicle Google + Hangout

- JSC organized *the center's first Google + Hangout* with the Houston Chronicle
- G+ participants included NJS production team, JSC education, and Pathways Internship program
- The G+ event has been uploaded to Reel NASA. As of Jan. 28, **3,475** people have viewed the event

ISS Live - Interview with Adam Naid

- Dan Huot interviewed Adam Naid and the NJS video was broadcasted. The interview has been uploaded to Reel NASA. As of Jan. 28, **2,599** people have viewed the interview

Media Coverage/ Targeted media outreach

- Several major media market publications covered NASA Johnson Style including, the Houston Chronicle, *LA Times*, Denver Post, *Huffington Post*, and more
- PAO-Comm./Outreach pitched the NJS story to hometown papers and school papers which garnered interest and produced stories from the *Penn State Daily Collegian* (46,000 impressions) and the *Secaucus, New Jersey Home News* (4,000 impressions)



Meet the Students of NASA Johnson Style



ISS Update: Adam Naid on Creating "NASA Johnson Style" -- 01.11.13

NASA Johnson Style (Gangnam Style parody)

A few media clips...

HOUSTON ★ CHRONICLE

houstonchronicle.com and chron.com | Thursday, January 10, 2013 | Vol. 112 No. 89 | WE RECYCLE | \$1.00 ***

SOCIAL MEDIA

'NASA Johnson Style' rockets to Net stardom

By Eric Berger

HC Eric Sim didn't come to Johnson Space Center to become an Internet sensation. But the junior from North Carolina State University is now one all the same after the

Internet video he and other students produced about activities at the center became NASA's most popular video on its YouTube site.

A parody of the wildly popular "Gangnam Style" video by the South Korean rapper

Psy, "NASA Johnson Style" has attracted more than 4 million views. It has also reinforced for the agency the importance of using social media — such as YouTube, Twitter and Facebook — and a dash of creativity to reach a wider audience.

"It tells the story in a fun way," said John Yembrick, social media manager at NASA headquarters in Washington, D.C. "Sometimes NASA sucks the cool out of things by being too technical in how we

NASA continues on A11

*** Houston Chronicle | houstonchronicle.com and chron.com | Thursday, January 10, 2013 | All

FROM THE COVER

NASA interns put the cool back in space

NASA from page A1

communicate, and this is something a bunch of people probably sat around their computers, watched and they learned something from it."

NASA has had other success in social media. The agency's official Twitter feed, @NASA, received a Shorty Award for the best government use of social media in 2012.

The student-produced video takes viewers around the Clear Lake-area campus, interacts with astronauts and provides an overview of the activities at the space center after the space shuttle's retirement.

"What the team wanted to do was to get rid of the

myth that NASA is not doing a whole lot right now," said Veronica Seyl, manager of Johnson Space Center's Career Exploration Program.

"We have so much going on. This allows the public to see what we're doing in a different light."

And it was entirely the brainchild of college students like Sim.

He and about 150 others are participating in the agency's Pathways Intern Program, spending half of their college tenure at the center working on projects. About 90 percent of graduates go on to work at NASA.

"I'm definitely hoping to do that," Sim said. "The reason I went into aerospace engineering is



"NASA Johnson Style," a "Gangnam Style" parody on YouTube, stars NASA intern Eric Sim (bottom).

because working at NASA was a childhood dream for me."

The song — with lyrics written by students and approved by the agency's public affairs office — only took a day to record. Filming and editing took about four weeks.

Sim said other "Gangnam Style" parody videos had done well on YouTube, so he was hopeful the agency's video would get some attention.

"We kind of were thinking in the back of our minds that it would take off, but nonetheless

we were very pleasantly surprised by how well it's done," he said.

The space center's new director, Ellen Ochoa, said she'd like to inspire the kind of passion Sim has for NASA in other bright students.

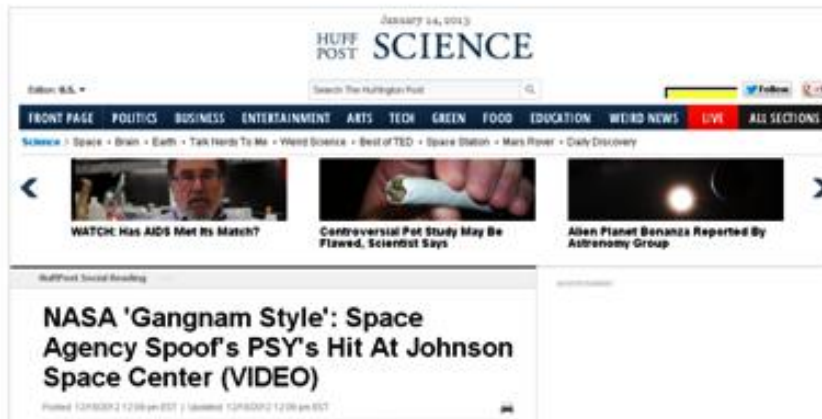
"We're always look-

ing for new ways to get information about what we're doing to a larger audience," she said. "With this video I just got myself a very effective marketing tool to recruit the best and the brightest."

eric.berger@chron.com

Impression = 325, 814 (print)

NASA Johnson Style (*Gangnam Style* parody)



By: Miriam Kramer
Published: 12/17/2012 05:37 PM EST on SPACE.com

One of the newest in a long line of "Gangnam Style" parody videos, NASA's Johnson Space Center just released its own spoof of singer PSY's cross-over Korean pop hit.

The [Houston space center's](#) parody, "NASA Johnson Style," uses footage from the International Space Station and scenes from the center itself to highlight some of the work researchers do on the campus, which is home base for NASA's astronaut corps.

A few astronauts even make cameos in parody video. The astronaut shooting the PSY impersonator a disapproving look a little less than two minutes into the video is Mike Massimino — a veteran of two space shuttle missions, both of which visited the Hubble Space Telescope.

Clayton Anderson, a member of the Expedition 15 mission to the International Space Station, can be seen dancing at about the 2:30 mark. And Tracy Caldwell Dyson, who lived aboard the station for 174 days in 2010, pops up a few different times lip syncing from inside a space capsule. A couple of the other guest stars include astronauts Michael Coats and Ellen Ochoa.

This isn't the first time NASA has participated in a viral video phenomenon. Earlier this year, the JPL Curiosity team released their own take on LMFAO's "People of Walmart (Sexy and I Know It)" with the much more subdued, "[We're NASA and We Know It \(Mars Curiosity\)](#)."

The original "Gangnam Style" music video first went viral a month after its release in August, and since then has been watched more than 900,000,000 times. It overtook Justin Bieber's "Baby" as the most viewed video ever on YouTube near the end of November.

Impression = 21, 790,486 (online)

NASA Johnson Style (*Gangnam Style* parody)

By Amina Khan

December 21, 2012 | 7:00 a.m.

NASA's purpose and vision might be a mystery to some, but the agency's top official says there's a quick primer on the space agency's mission and accomplishments. And it's done Gangnam style.

"I find, as I travel around, not very many people know what we do today," NASA Administrator Charles Bolden said Wednesday to a National Research Council committee that is reviewing the agency's human spaceflight program.

Luckily, he added, there's a solution.

Created by interns at Johnson Space Center, "NASA Johnson Style" spoofs South Korean pop star Psy's viral hit, "Gangnam Style," while waxing lyrical about the Houston center that's home to NASA's astronaut program. The music video has picked up 2.4 million YouTube views since being published one week ago, and features clever references describing the work at the International Space Station. Observe:

Orbiting Earth, International Space Station
Where we work and live in space with a crew from several nations
Got Japanese, and Russians, that European charm
Throw them up, like the Canada Arm!

NASA on verge of losing its edge, report says



NASA will remain a leader in human spaceflight, top official says

exploration, and it's also entertaining," Bolden said. "It's one of the best that I've seen in a long, long [time]. So if you have a moment ... it's worth it."

"Just Google 'NASA gangman,'" Bolden said, inadvertently misspelling the name. (It's G-A-N-G-N-A-M, for the record.)

This isn't the first time NASA has embraced a pop culture sensation. In fact, the agency's PR strategy has been pretty savvy about tapping into the Web, social media and mobile technology, as we described in a [recent story](#).

The video follows another viral hit, "We're NASA and We Know It," which spoofed LMFAO's "Sexy and I Know It" while rapping about the Mars Curiosity rover. The two brothers who masterminded that satire were later invited to Jet Propulsion Laboratory, where NASA's Mars program is based.

"NASA Johnson Style" hasn't been embraced by all NASA generations, Bolden jokingly pointed out.

"I get a lot of notes from my friends from the Apollo era who say we're lost, we don't know what we're doing. They're wondering what's going on," Bolden said. "And after one of them saw this YouTube video, they were completely convinced we are really messed up."

Follow me on Twitter @aminawrite.

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NASA chief touts 'Gangnam' parody, 'NASA Johnson Style'

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Impression = 151,577 (online)

NASA Johnson Style (Gangnam Style parody)

Impression = 4,000(print)

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102ND YEAR NO. 40

THURSDAY, JANUARY 17, 2013

SEVENTY-FIVE CENTS



BUSY BEES! Secaucus Middle School hosted the Scripps National Spelling Bee and National Geographic Geography Bee for student finalists at the local level last week. The spelling and geography bees started two months ago in language arts and social studies classes, respectively. The 2013 Scripps Spelling Bee winner is eighth grader Kadyonne Benjamin (right) and the National Geographic Geography Bee winner is eighth grader Ilana Zane (left).

DOUBLE DUTY:

Volunteer Fireman Joins



NASA, YOU TUBE & RONAK! Ronak Dave, Secaucus native and engineering student at Purdue University, was a part of the creative team behind the viral video, NASA Johnson Style (Gangnam Style parody). The viral video has garnered more than four million web views since its release on December 14, making the video the most watched clip on the agency's "Reel NASA" YouTube channel. Ronak was one of the video producers. (See story on page two.)

Secaucus student has input in 'NASA Johnson Style,' most watched video on 'REEL NASA'

"NASA Johnson Style," the Gangnam-style spoof created by students in the Pathways Intern Employment Program at Johnson Space Center in Houston, has garnered more than four million views since its Dec. 14 release, making the video the most watched clip on the agency's "Reel NASA" YouTube channel.

NASA Johnson Style parodies South Korean pop-star Psy's viral hit, taking advantage of its popularity to promote NASA's efforts to increase interest in science, technology, math and science through unique internships and student experiences.

The leading character is played by Pathways Intern Eric Sim, a North Carolina State University student, and features cameos by astronauts Clayton Anderson, Tracy Caldwell Dyson and Mike Massimino.

"I'm hoping the video reaches even more people. There is so much going on at NASA and there is plenty more planned for the future," said Gary Jordan, editor of the video and a Pathways Intern from Penn State University.

The video highlights the center's achievements in human space exploration and research through footage of the International Space Station, Mission Control, and JSC's Rocket Park, while Sim sings

and breaks into the famous "Gangnam Style" dance.

"I'm thrilled to see the response NASA Johnson Style has received - it's clear the public is still captivated by space exploration. Our Pathways Interns represent the best and the brightest from across the nation, and the video really showcases the valuable experiences our students gain while working at Johnson Space Center," said Bryan Grant, JSC Pathways programs and recruiting manager.

Through the Pathways Intern Employment Program, students obtain hands-on experience in areas such as business, hardware and space suit development and aerospace engineering. "I've always been fascinated with NASA and dreamt about becoming a flight director," said Secaucus resident Ronak Dave, a student at Purdue University, a Pathways Intern, and member of the creative team.

Although NASA Johnson Style is a light-hearted parody, the video sends a real message to the public that the space agency is alive and well and developing future business leaders, engineers, and scientists. Brian Schwing, a Pathways Intern from Ohio State University, and the song's lyricist and video director, hopes the video makes a long-lasting

NASA Johnson Style (*Gangnam Style* parody)



NASA's Johnson Style Is A Gangnam Style Parody

<http://www.ubergizmo.com/2012/12/nasas-johnson-style-is-a-gangnam-style-parody/>

The folks over at NASA know how to work hard and play hard. NASA's latest project isn't a probe or a satellite, instead, it is a quirky educational parody of Psy's Gangnam Style. The main goal of the project is to inform the public about the amazing work going on at NASA and the Johnson Space Center. As seen above, the nearly 4-minute video is entitled "NASA Johnson Style," and it is basically a volunteer outreach video project created by the students of NASA's Johnson Space Center.

NASA says that the lyrics and scenes in the video have been re-imagined. Unfortunately, Psy isn't the star of the video, but NASA did a good job of picking the best guy to do the horse dancing. Instead of featuring the Gangnam District in Korea, the video was shot inside NASA's mission control center where advanced flight simulators and rockets are hosted. One section of the quirky song goes, Science everywhere. As we engineer the marvels that fly through the air."

Impression = 349,679 (online)



It is to sensitize public on the space center's research work

CIOL Bureau

<http://www.ciol.com/ciol/news/123342/watch-nasas-gangnam-style>

BANGALORE, INDIA: The National Aeronautics and Space Administration (NASA) has posted a parody of the viral K-pop number, Gangnam Style, on its YouTube page. In its own take on the song popularized by South Korean singer Psy, NASA has intended to sensitize the public on the research work being carried out at its centers, especially the Lyndon B. Johnson Space Center.

Johnson Style, as it is called, has students performing to the tune of Gangnam Style, with the characteristic imaginary horse-riding steps, in NASA's mission control area, alongside rockets and advanced flight simulators.

It is not only students, but the video also features astronauts Tracy Caldwell Dyson, Mike Massimino and Clay Anderson, apart from scientists and researchers at its centre.

Impression = Unknown (online)

NASA Johnson Style (*Gangnam Style* parody)

Other media outlets covering NJS...

Publication	Headline	Impression #
Denver Post	CU-Boulder students help create NASA's hit 'Gangnam Style' parody	412,669
Wired.com	NASA Johnson Style (Gangnam Style Parody)	44.5 million Unique page views per month
TheVerge.com	NASA celebrates Johnson Space Center with 'Gangnam Style' parody	355,896 Unique page views per month
Boulder Daily Camera	CU-Boulder students help create NASA's hit 'Gangnam Style' parody	Unknown
Colorado Daily	CU-Boulder students help create NASA's hit 'Gangnam Style' parody	10,000
Washington Times	Psy's Gangnam Style hits one billion views; The best cover versions (VIDEO) – NJS: Best out of this world spoof	738,211 Unique page views per month
United Press International.com	Gangnam Style hits 1 billion views w/ spoofs included	Unknown
FoxNews.com	Best Viral Video: Week of Dec. 21	15,980,280 Unique page views per month