



STEREO Media Activities

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Dec. 2004 STEREO Working Group

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video

contact info

Public Affairs Products & Support

- Public Affairs Plan
- Press Kit
- Web Feature Stories
- 8 x 11 Color Lithographs
- Fact Sheet
- Response to Queries (RTQ)
- Pre- and Post-Launch Press Releases
- Status Reports
- Guest Operations
- Guest Briefing at L-1
- Video File
- Monthly/weekly outreach telecons with partners

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tv activities

media / pr

launch

video

contact info

STEREO Television Activities

- Oct. 2005 Video News Release - “Video File” and companion web page
- Media Training
- L-14 News Conference *
- L-1 News Conference
- Launch Coverage
- Satellite Media Tour - “Live Shots”



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tv activities
media / pr
results
video
contact info

STEREO and the Media

A tiered news strategy

- Space Science Updates / Media Telecons / Press Conferences
- Press releases with Video and Web elements
- Web Updates w/ mission editors



Results from STEREO

First 18 months after launch

- Space Science Updates (2 to 3)
 - Major, peer-reviewed results
 - Less formal, more conversational than standard press event
 - SSU held at HQ or Telecon held from scientists' home office
 - Accompanied by press release, web feature, video file, live shots

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tv activities
media / pr
results
video
contact info

Results from STEREO

First 18 months after launch

- Coordinated press releases: press release, video file, web feature (5 to 10)
- How to visualize 3-D CMEs for the public?
 - Some methods currently exist
 - More experiments underway at GSFC/NRL
- Anticipate STEREO superlatives ... eg.
 - The first 3-D imager...
 - The best view ever of ...
 - Unprecedented warning ...
 - Better understanding of ...

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tv activities
media / pr
results
video
contact info

Results from STEREO

Developing a rapid response capability

- Lessons from other SSSC missions
 - Create a pipeline to the data
 - Communication with the science team
 - Coordinate with likely partners
 - Anticipate results
 - What will the visuals look like?
- Lessons from Polar & IMAGE
 - The world will not wait - solar events are news that day and day of auroras
 - Have list of contacts and backup contacts in case of news-making solar event (particularly during solar minimum)

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 tv activities
 media / pr
 results
 video
 contact info

Results from STEREO

The web release

- Perfect for regular updates on new STEREO observations where press releases are not warranted or time is of the essence
- Good companion for more extensive releases



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AND SPACE ADMINISTRATION**

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FEATURE

An Unusual Light Show

11.10.04

Millions of people around the world were treated to a brilliant display of aurora lights this week. The Sun produced at least five major "halo" coronal mass ejections (CMEs) over the period of Nov. 4-8, an unusually fast pace for solar activity.

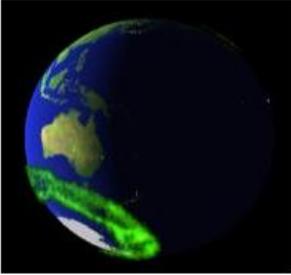
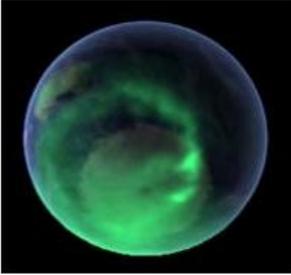



Image Left: The Polar spacecraft saw the aurora australis (southern lights) expanding and brightening on Nov. 8. The Earth seems to move from top to bottom due to Polar's orbit. Click on image for smaller movie (9 MB), **larger movie** (36 MB), or download the **high resolution** version. Credit: NASA/The University of Iowa. **Image Right:** Flying over the south pole, the IMAGE spacecraft caught this view. Click on image for smaller movie, download a **larger movie**, or **high resolution** still. Credit: NASA/UC Berkeley.

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tv activities

media / pr

results

video

contact info

Technology is Changing the Way We Communicate with the Media

- Fast-paced newsrooms may benefit more from web pages & high res. downloadable images
- Media expects us to have images, data immediately - web accommodates
- Reporters don't travel to HQ - media telecons bring story to them with relevant resources
- If one scientist releases result without coordinating with partners, "feeder sites" will ruin chances for significant outreach payoff
- Alternately, alternative media and sites are bringing specialized stories to the masses

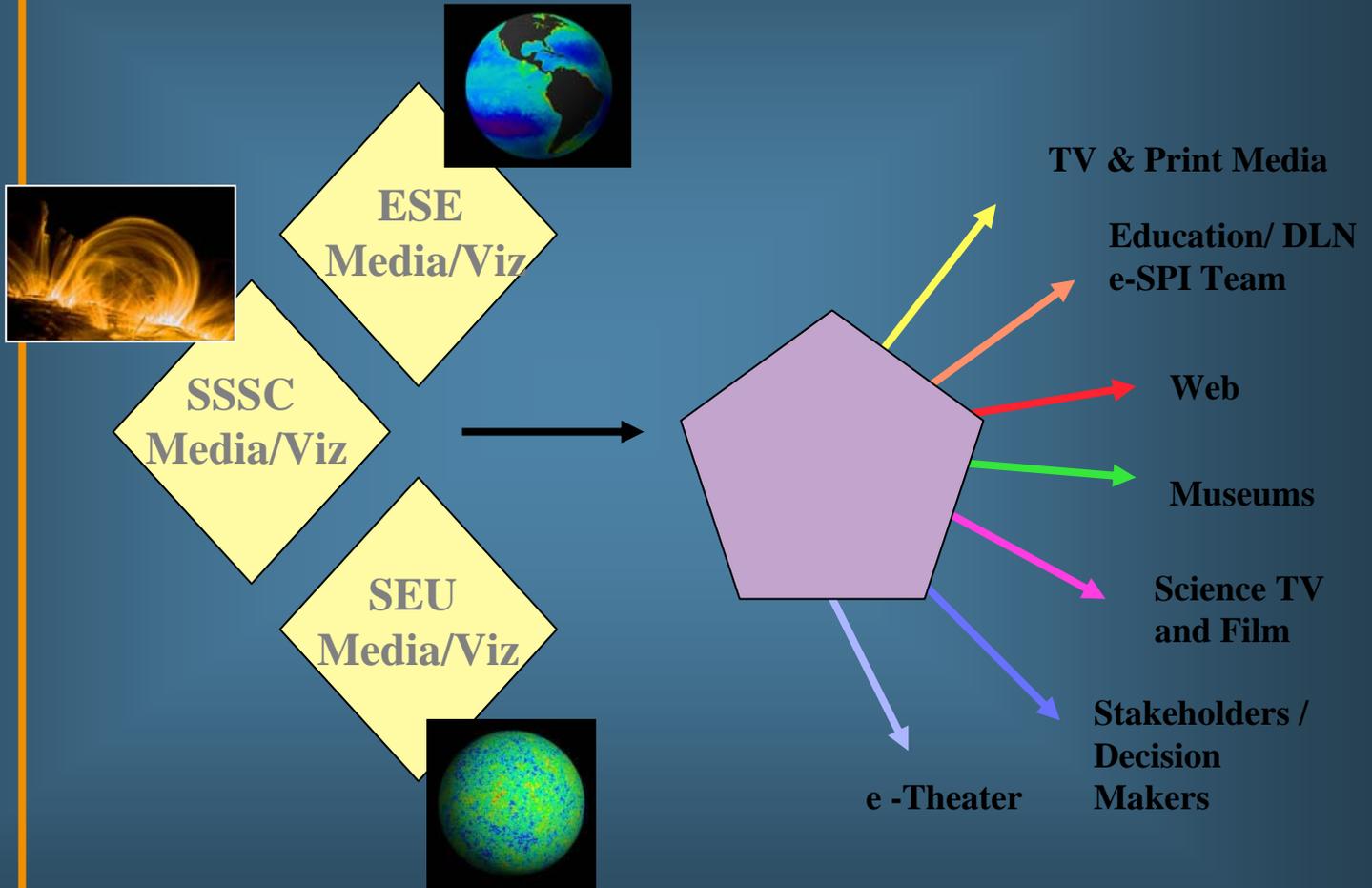
Technology is Changing the Way We Communicate with the Media & Educators

pao plan
tv activities
media / pr
results
video
contact info

The screenshot shows the NASA Goddard Space Flight Center website. At the top left is the NASA logo and the text "GODDARD SPACE FLIGHT CENTER". At the top right is "Office of Education". Below this is a navigation bar with "+Aura" and "+Lunar" buttons. The main content area features a banner for "AURA" (Atmospheric Ultraviolet Radiation Experiment) with the text "Real research. Chemistry & Climate" and "MORE MULTIMEDIA ONLINE RESOURCES FOR EDUCATORS". To the right of the banner is the "SPECIAL PROJECTS INITIATIVE OFFICE" logo. Below the banner is a video player showing the launch of the Aura spacecraft. The video player has a "PAUSE" button and a progress bar showing "0:00:09.900". To the right of the video player is a text box with the following text: "Launch Control 6:01:59.344 a.m. EDT 'T-10; 9, 8, 7, 6, 5, 4, 3, 2, 1...we have ignition...and liftoff of NASA's Aura spacecraft on a mission to understand and protect the air we breathe!' Relive Aura's liftoff from VAFB on July 15, 2004." Below the video player are buttons for "+CONTACT", "+SLIDESHOW", and "+TRANSCRIPT".

<http://espi.gsfc.nasa.gov/more>

Visualization & Animation Consortium



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tv activities
media / pr
results
video
contact info

NRL, APL, GSFC Cleanroom Shoots - HD

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tv activities

media / pr

results

video

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contact info



SSSC Media Vis Team: Walt Feimer

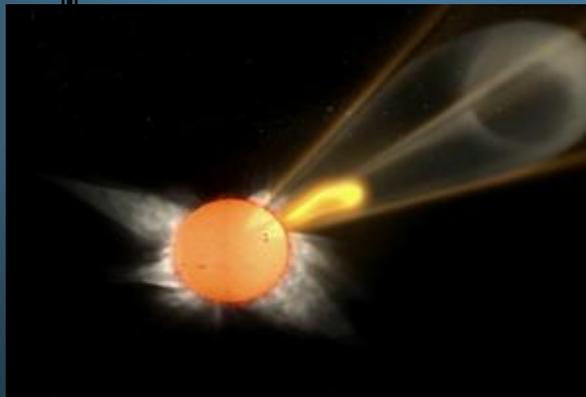
Boy, were you lucky to catch a sneak peek of Walt Feimer's STEREO science objective animations! You can download the final versions as they become available - remember these are not embargoed and free for you to use on websites (credited to NASA, of course), presentations, etc.

<http://stereo/gallery/gallery.shtml>

or

<http://svs.gsfc.nasa.gov/solar>

Keep checking back for more!



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tv activities

media / pr

results

video

animation

contact info

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tv activities

media / pr

results

video

animation

contact info

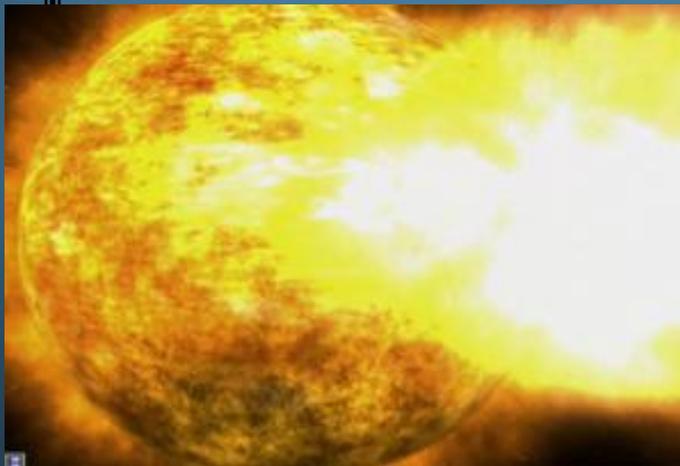
SSSC Media Vis Team: Walt Feimer

Please check out our SSSC Visualization Gallery, which houses all the relevant visualizations and animations produced by Tom Bridgman and Walt Feimer over the past three years, including this reconnection sequence.

Credit: NASA.

<http://svs.gsfc.nasa.gov/solar>

Keep checking back for more!



pao plan

tv activities

media / pr

results

video

animation

contact info

SSSC Media Vis Team: Walt Feimer

- Signature 3-D science animations
- Pan up out of the ecliptic and show STEREO spacecraft in orbits analyzing CMEs from different angles with Earth and Mars in perspective. May eventually incorporate shock waves accelerating particles ahead of CME shock waves and such.
- Stereoscopic animated tour of the Sun looking at CMEs, coronal loops, flares, etc.

SSSC Media Vis Team: Tom Bridgman

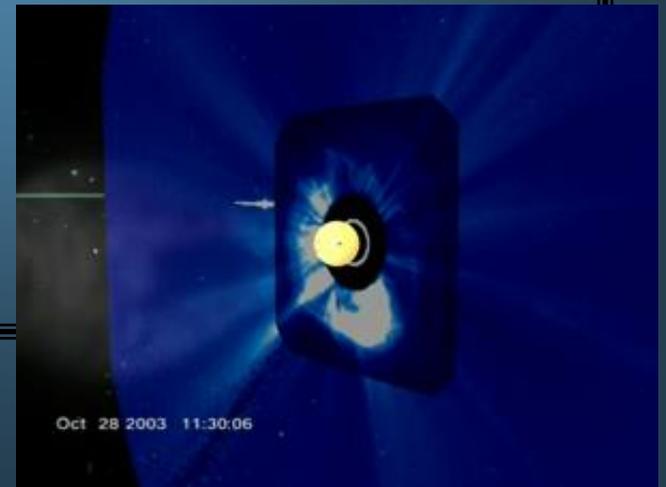
Boy, were you lucky to catch a sneak peek of Tom Bridgman's mock 3-D visualization! You can download the final versions as they become available - remember these are not embargoed and free for you to use on websites (credited to NASA, of course), presentations, etc.

<http://stereo/gallery/gallery.shtml>

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tv activities

media / pr

results

video

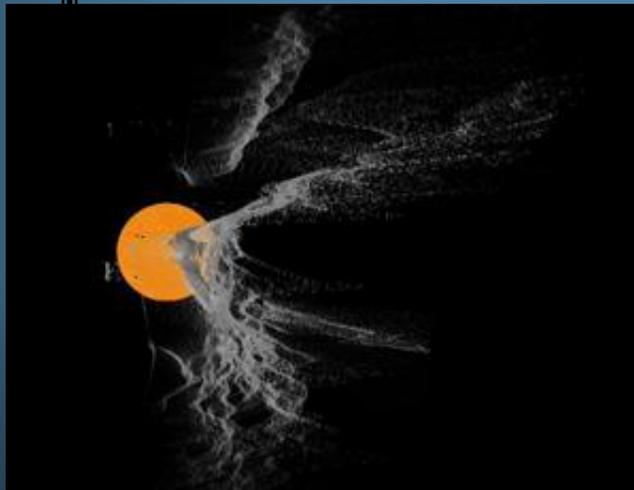
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SSSC Media Vis Team: Tom Bridgman

Please check out our SSSC Visualization Gallery, which houses all the relevant visualizations and animations produced by Tom Bridgman and Walt Feimer over the past three years, including this LASCO-derived CME. Credit: NASA/ESA.

<http://svs.gsfc.nasa.gov/solar>



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pao plan

tv activities

media / pr

results

video

animation

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SSSC Media Vis Team: Chris Meaney

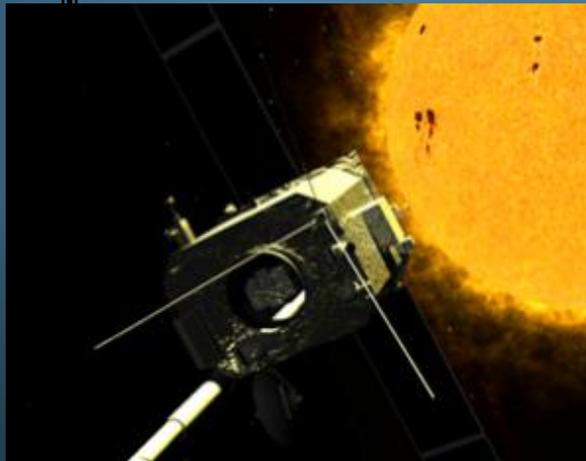
Boy, were you lucky to catch a sneak peek of Chris Meaney's STEREO spacecraft animation! You can download the final versions as they become available - remember these are not embargoed and free for you to use on websites (credited to NASA), presentations, etc.

<http://stereo/gallery/gallery.shtml>

or

<http://svs.gsfc.nasa.gov/solar>

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tv activities

media / pr

results

video

animation

contact info

JHU Applied Physics Laboratory

Boy, were you lucky to catch a sneak peek of spacecraft animations from our APL partners. You can download the final versions as they become available - remember these are not embargoed and free for you to use on websites (credited to NASA), presentations, etc.

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pao plan

tv activities

media / pr

results

video

partners

contact info

pao plan
tv activities
media / pr
results
video
contact info

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[pao plan](#)

[tv activities](#)

[media / pr](#)

[results](#)

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