Top 5

• Targeted audience engagements focused on non-traditional communities (expand the choir)
• World-wide, long-term public participation
• Cohesive broadcast/video schedule and strategy to tie together multiple milestone moments
• VIP and stakeholder guest events for launch
• Major media and documentary engagement
High-Level Timeline

A One-Year(+) Strategy

- Multiple milestone moments – planning with all of them in mind
- Cohesive storytelling and visual style across the phases
- Big-picture view allows for better decision-making about time and resources
High-Level Timeline, cont.

Pre-Launch L-180 to L-30
Key events:
• Last Time to See Webb’s Mirrors
• Telescope ships from Los Angeles via Panama Canal to French Guiana
• Arrives at ESA launch site in Kourou

Launch L-30 to L-0
Key events:
• Final spacecraft preparations
• Pre-launch briefings
• Launch broadcast

Commissioning L-0 to L+180
Key events:
• Immediate post-launch deployments
• Critical 29-day commissioning period
• “Million-mile journey” to L2

First Images ~L+180/200 to …
Key events:
• Release of first Webb images
• Massive-scale public and stakeholder events in U.S. and around the world

May 4  Oct 1  Oct 31  May-June 2022
Diversity, Equity, Inclusion, and Accessibility
Target Audiences

**Stakeholder**
- NASA Leadership
- Centers and employees
- Webb team
- Scientists and engineers

**Internal**

**STEM**
- Emphasis on inclusivity
- Makers and artists
- Scholastic magazines across all schools
- YouTubers

**Public**
- Baby Boomers, Gen X, Gen Y, Millennials, Gen Z
- Science-interested – and not!
- National
- International
- Celebrity and pop culture engagements

**Media**
- Documentaries
- Network/cable news
- Science & Tech focused – and not!
- National/International
- Magazines, podcasts, etc.

**Target Audiences**
- $1$ million
- $1$ billion
- $1$ billion
(Top left: Black History Month Instagram Q&A with early career scientists. Bottom left: Careers in STEM Q&A (a light tie-in to Women's Suffrage anniversary). Top Middle: our language cards. Top right: Women’s History Month Twitter Moment)
The James Webb Space Telescope
Augmented Reality App
Stakeholders
DC Area Launch Viewing

Venues in Review
- Kennedy Center for Performing Arts
- MGM Theater – outreach at National Harbor
- Meyerhoff Symphony Hall

Proposed Agenda
- Recognition – Brief remarks
- SME to give mission overview
- Reception after launch (TBD)
- Includes some VIPs, Northrop Grumman and STScI

Space Telescope Science Institute
- Host launch viewing includes NASA's VIPs
Webb Space Telescope Community Events

- Community-planned/led events by non-profits with NASA support.
- Modeled after the 2017 Total Solar Eclipse events, but long-term.
- Launch goals: 400 sites (150 official)
- First image goal: 500 sites
Audience Call to Action (URL, primary accounts, hashtags, etc.)

Websites – jwst.nasa.gov (Goddard project; main hub for launch & commissioning), nasa.gov/webb (NASA flagship; news aggregator), webbtelescope.org (STScI science public site; deep-dive site for science post-commissioning)

Primary social accounts –
@NASAWebb (Twitter, Instagram, Facebook), James Webb Space Telescope (YouTube)

Hashtags –
#NASAWebb
#UnfoldtheUniverse
Back-up
Pre-Launch

**Goals:** Initiate sustained push toward launch. Highlight the extraordinary complexity of the mission and the audacity of the engineering. Begin to set expectations for how the spacecraft will deploy and the challenges involved.

~L-180 and L-100 Pre-Ship Virtual Media Events
- Last time Webb’s mirrors will be seen unfolded on Earth (L-180)
- Key storytelling about final testing
- Strict secrecy and messaging around shipping details

~L-65 Virtual Media Event and Social Media Push
- Announce successful arrival in Kourou, with footage/imagery of journey
- Release ‘On the Edge’ video to begin storytelling about engineering that will continue through deployment
Launch

**Goals:** Highlight the groundbreaking science that Webb will enable – changing humanity’s understanding of the universe and our place in it. Continue to set expectations for the challenges and risks of launch and deployment/commissioning.

**Proposed Key Events**
- L-30 Virtual Science Briefing
- L-3- Pre-Launch News Conferences/Live Shots
- L-2 Pre-Packaged Newsmaker Broadcast
- Launch Broadcast – Note: Launch is at ~7 am Eastern

**Looking closely at analytics of pre- and post-landing live broadcasts for Perseverance – what is the right number and approach for best use of resources and return on investment?**
Commissioning

Goals: Use a nimble, multi-platform strategy – across social/web, media outreach and response, and broadcast/live-stream – to bring the public along during a white-knuckle period of commissioning and deployment.

- Comparison: Two-hour window of Perseverance EDL – but stretched out over a month

- How do we use a variety of comms tactics to keep people informed and engaged – and stay ahead of media questions?

- Listening to mission’s sensitivities about distracting from team’s focus and perception of pre-emptive “celebration”

Broadcasts at Key Moments in the Commissioning Timeline
- Sunshield deployment – ~L+4-7 days
- Secondary mirror deployment – ~L+10 days
- Primary mirror deployment – ~L+14 days
- Arrival at L2 – ~L+29
First Images

**Goals:** Deliver awe-inspiring imagery of the cosmos to an international audience, using a variety of in-person and virtual events. Collaborate closely with SMD and STScI.
Webb & Science Activation

Common goal:
- Build awareness, excitement, and engagement from launch through first image and beyond with over 500 locations across the globe.
- This partnership will build sustainability.

Science Activation:
- A collaborative model allowing NASA engage more effectively with learners of all ages through 220+ partnerships with science and community-based institutions.
- Includes 31 competitively-selected awardees.
- Includes Solar System Ambassadors and Museum & Informal Education Alliance.
- Emphasis on broadening participation.
Webb Space Telescope Community Events

“Official NASA sites” will be chosen based on:
• Location;
• Reach - number of people they serve;
• Having a plan for engaging underserved audiences;
• Hosting a free, publicly accessible event;
• Having a safety plan, including COVID-19 considerations, as well as a digital back-up plan for in person events;
• Fostering connections to local partners (e.g. school districts, county governments, other community organizations, etc.);
• Having a plan for continuing engagement with community beyond the single event; and
• Engaging subject matter experts in their programming.
Webb Space Telescope Community Events

Official NASA sites would receive:
• Trainings on the Webb Space Telescope and Webb science;
• Direct connection with a Webb subject matter expert, in your area or remotely;
• Activity guides;
• Launch countdown lawn signs;
• Large celebratory banner; and
• 100-200 of each item for each institution:
  • Webb folder to hold materials
  • Lithographs
  • Posters
  • Decals
  • Fun Pads
  • Lapel Pins
  • Bookmarks
Guest Operations: Viewing the Webb Launch

• Environment in French Guiana (international launch, pandemic restrictions, & hotel/transportation limitations)

• Other Options: NASA TV Broadcast, Webb Community Events & Virtual Guest Experience; Local Launch Viewing in DC Area for VIPs not traveling (VIPs = Stakeholders, esp. Congressional)
You probably won’t know as I haven’t spoken much of it but I am crazy about space and read as much as I can and watch everything I can on space. This image is of the most exciting thing for me personally this year. It is the successor of the Hubble telescope called the James Webb telescope. It is about 3x larger than the Hubble and they are planning to place it just beyond the moon. Now just imagine over the next decade the images we might see of what’s further out there. Or what’s out there in more detail. I for one am so excited I can’t wait. It’s supposed to launch in October, I’ll be watching. I love the universe so much and all its unknown wonders. oh and I still want to be an astronaut lol