

# **WEBB**

## **SPACE TELESCOPE**

**Communications Overview for JSTUC**

June 15, 2021

*Amber Straughn, GSFC – JWST Deputy Project Scientist for Communications*



## 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

*Pre-Launch*

*Launch*

*Commissioning*

*First Images*

## 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

## Commissioning

L-0 to L+180

### Key events:

- Immediate post-launch deployments
- Critical 29-day commissioning period
- "Million-mile journey" to L2

May 4

Oct 1

Oct 31

May-June 2022

## Launch

L-30 to L-0

### Key events:

- Final spacecraft preparations
- Pre-launch briefings
- Launch broadcast

## 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



Greg Robinson, Director, Webb Space Telescope Program



NASA Webb Telescope @NASAWebb

March 4, 2021

### Celebrating Women's History with Webb

Meet some of the brilliant minds behind the world's most powerful space telescope. We're honoring the women of @NASAWebb for Women's History Month and International Women's Day 2021 by featuring some of our past profiles, talks and Q&As. 🧑‍🔬 🗣️ 🗑️

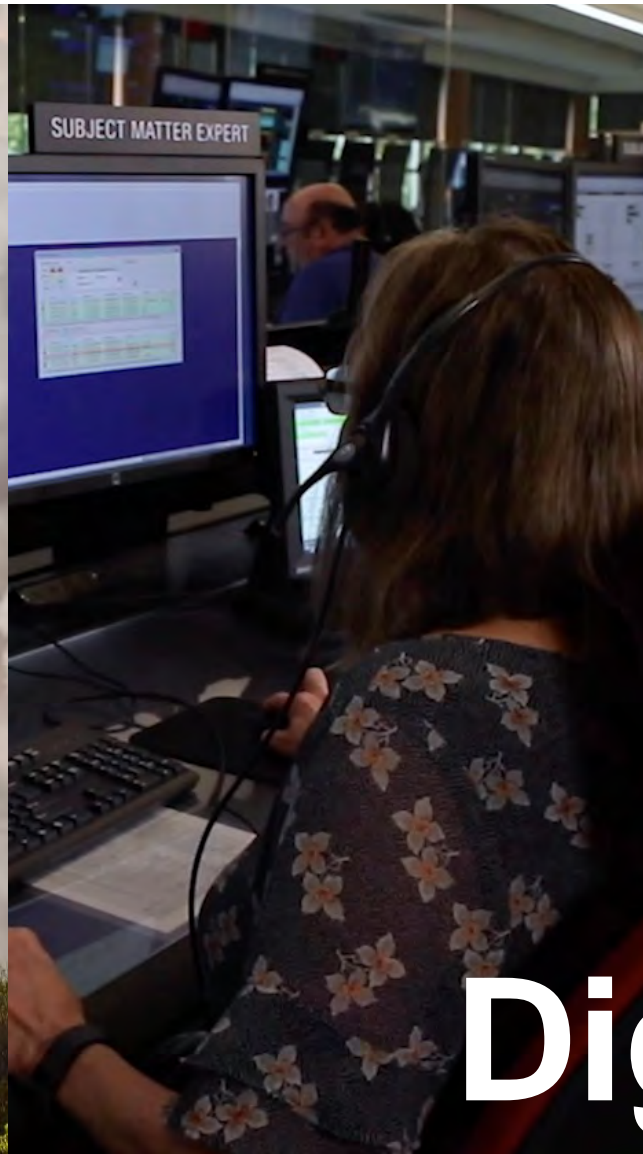
Photo via @NASAWebb

Top (L-R): Sophia Roberts, Sandra M. Irish  
Middle (L-R): Elaine M. Stewart, Dr. Stefanie Milam, Nithin Abraham, Dr. Knicole Colón  
Bottom (L-R): Dr. Begoña Vila, Dr. Amber Straughn

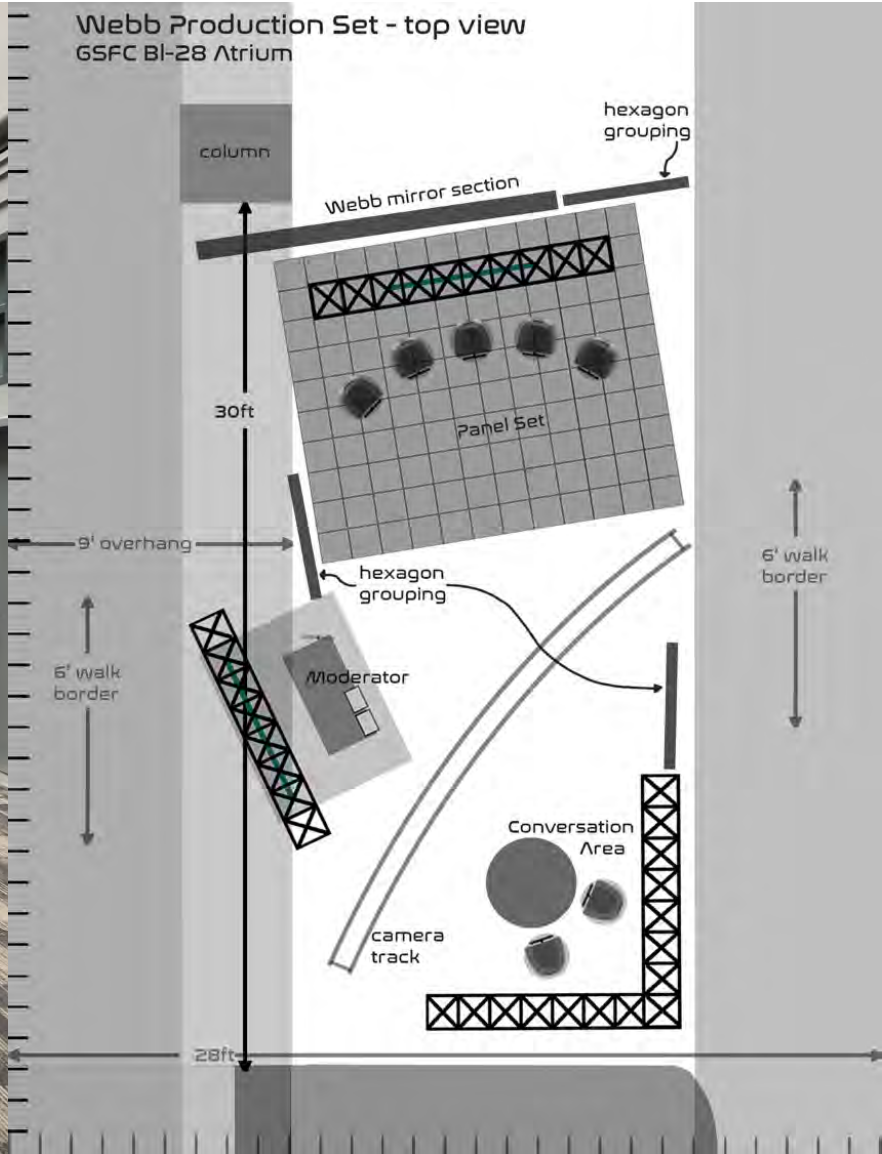
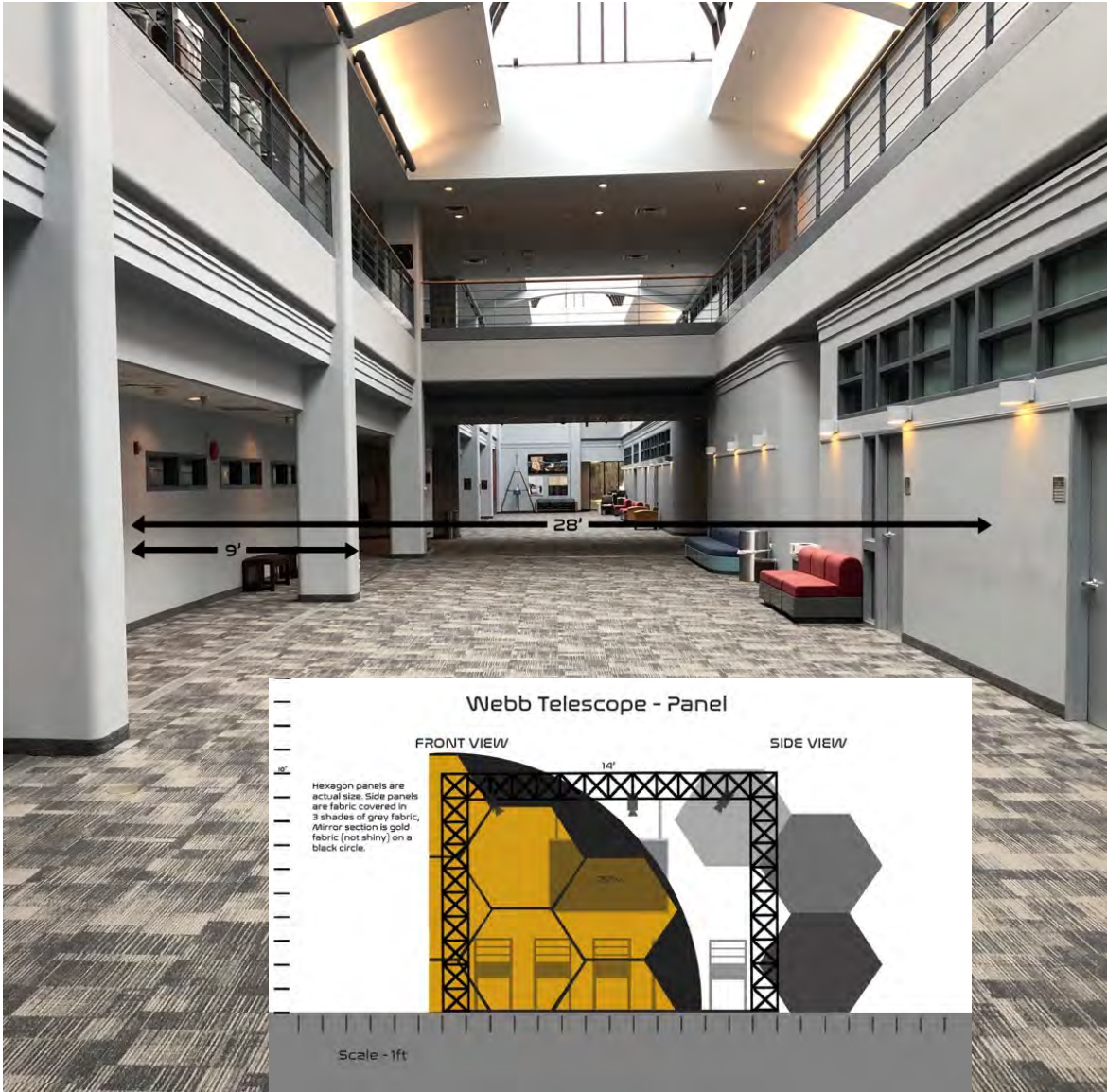


ASL video screenshot: Apurva Varia, NASA Goddard Mission Director

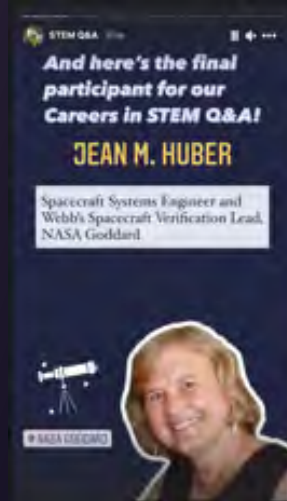
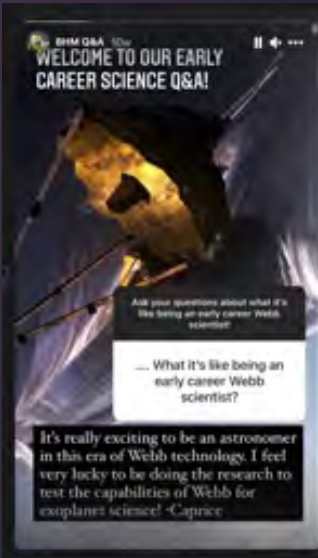
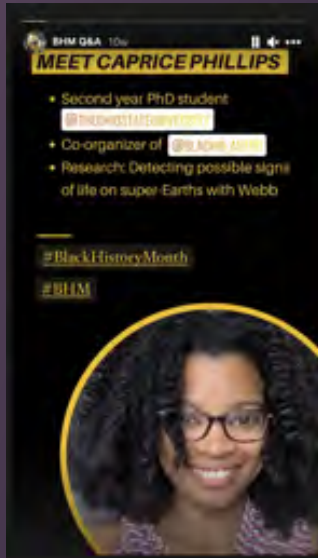
# Diversity, Equity, Inclusion, and Accessibility



**Digital**



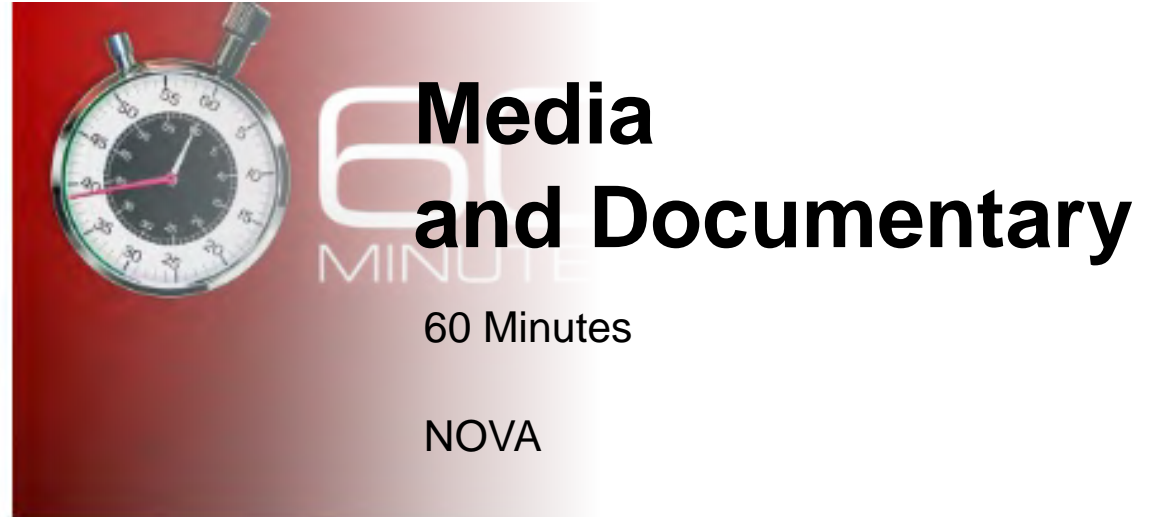




(Top left: Black History Month Instagram Q&A with early career scientists. Bottom left: Careers in STEM Q&A (a light tie-in to Women's Suffrage anniversary). Top Middle: our language cards. Top right: Women's History Month Twitter Moment

The James Webb Space Telescope  
Space Telescope  
Augmented Reality App



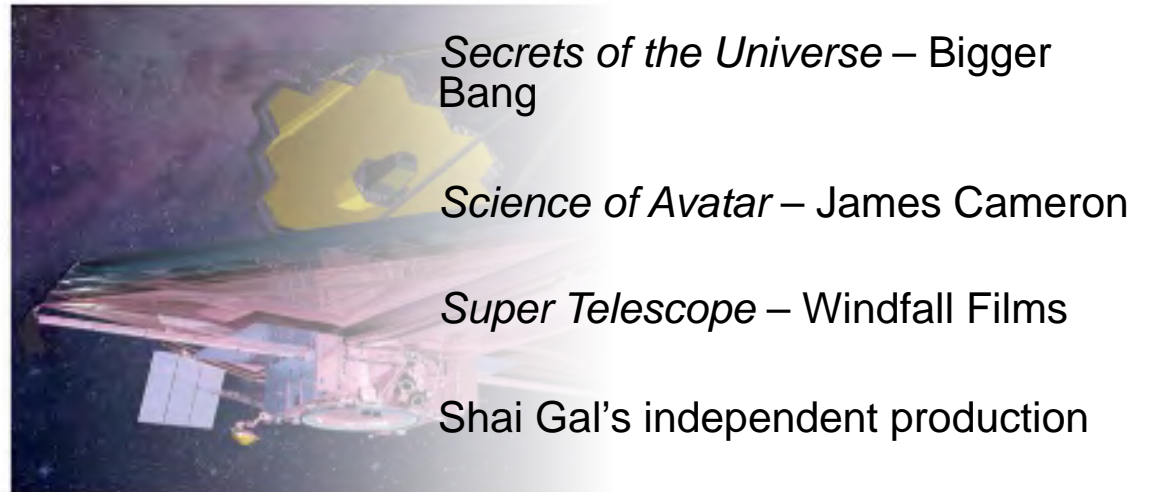


# Media and Documentary

60 Minutes

NOVA

*The Hunt for Planet B* – CNN



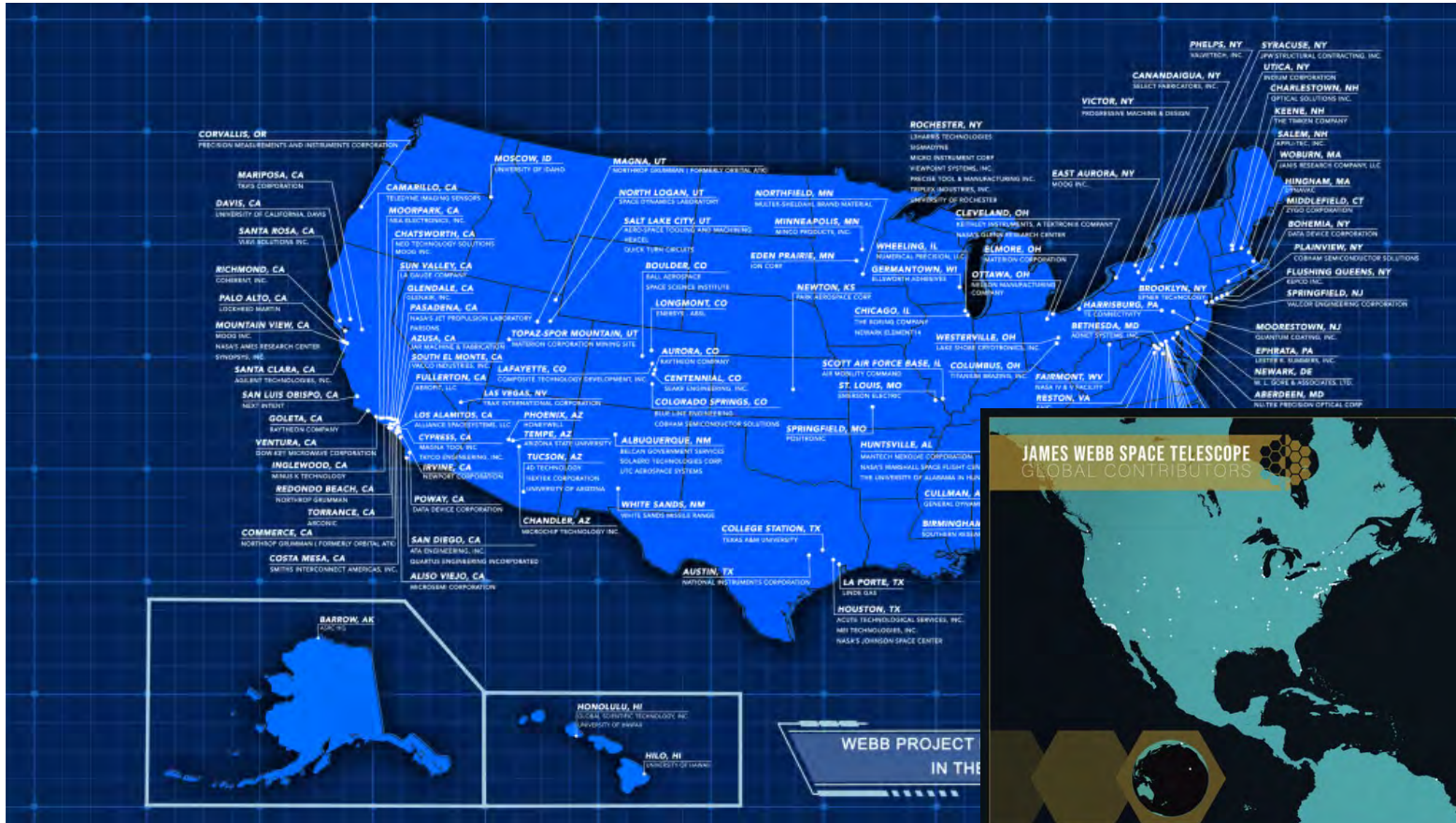
*Secrets of the Universe* – Bigger Bang

*Science of Avatar* – James Cameron

*Super Telescope* – Windfall Films

Shai Gal's independent production

# 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



Meyerhoff Symphony Hall



MGM Theater



The Kennedy Center





# Audience Call to Action (URL, primary accounts, hashtags, etc.)

Websites – [jwst.nasa.gov](http://jwst.nasa.gov) (Goddard project; main hub for launch & commissioning), [nasa.gov/webb](http://nasa.gov/webb) (NASA flagship; news aggregator), [webbtelescope.org](http://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

The image shows a vast field of stars, likely a star cluster or a portion of a galaxy. The stars are densely packed and vary in brightness and color. A prominent feature is a horizontal band of a lighter, purpleish hue that runs across the center of the image. This band is semi-transparent, allowing the stars behind it to be visible. The overall color palette is dominated by dark blues, purples, and blacks, with some brighter, multi-colored stars scattered throughout.

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**

~L-180



L-30

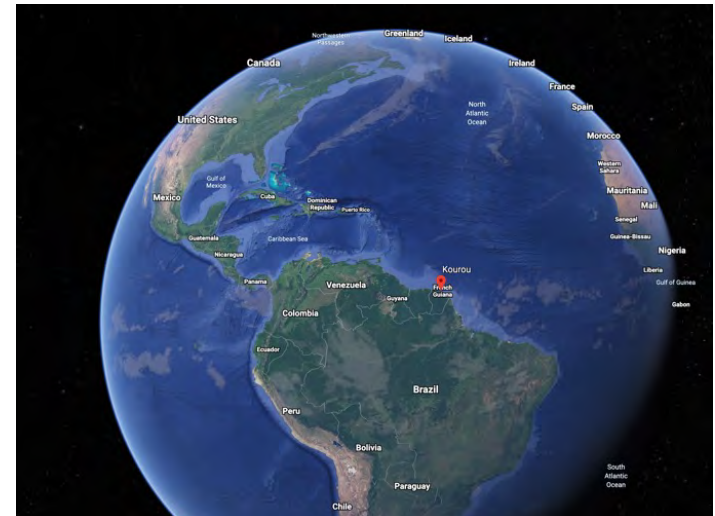
# Launch

**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?



L-30

L-0

# 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.



L+180/200



# 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

View from Jupiter's Terrace



## Guest Operations: Viewing the Webb Launch

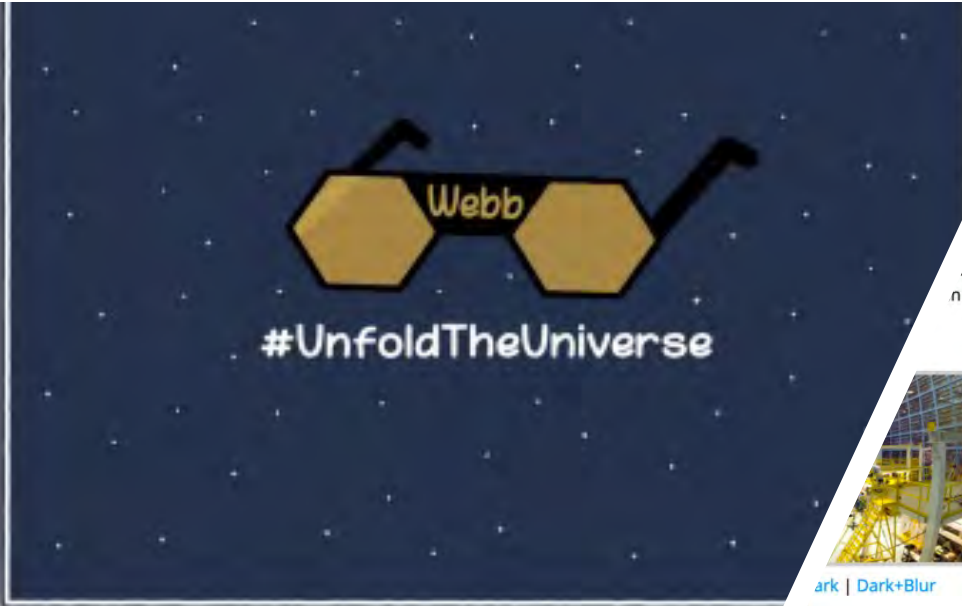
- Environment in French Guiana (international launch, pandemic restrictions, & hotel/transportation limitations)
- Other Options: NASA TV Broadcast, Webb Community Events & Virtual Guest Experience; Local Launch Viewing in DC Area for VIPs not traveling (VIPs = Stakeholders, esp. Congressional)

Mission Control - Jupiter



Guest Briefing - Jupiter





VirtualBG: [Orig](#) | [Dark](#) | [Dark+Blur](#)  
 Phone: [Centered](#) | [OffCenter](#)  
 JWST ART by JoannaBarnum.com  
[More JWST Art >](#)



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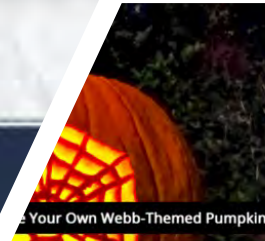
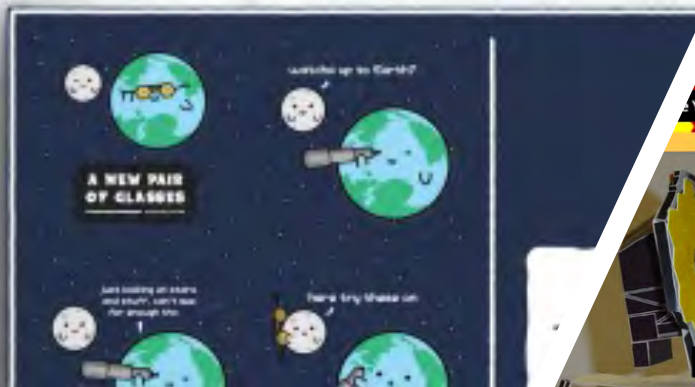


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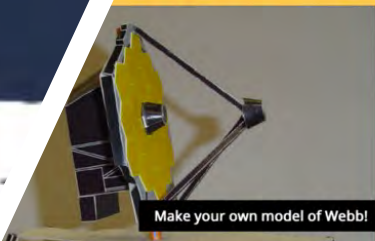


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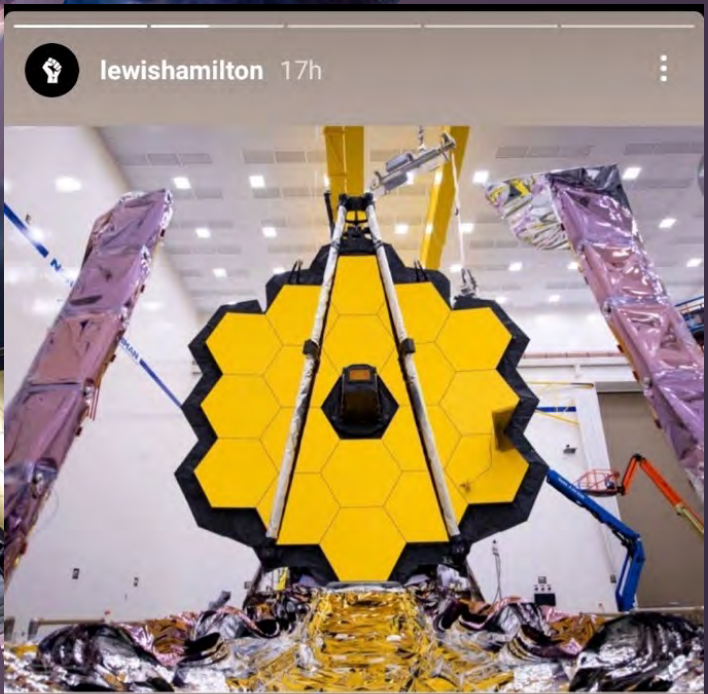


Make Your Own Webb-Themed Pumpkin



Make your own model of Webb!





lewishamilton 17h

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 it's unknown wonders.oh and I still want to be an astronaut lol



# EYE IN THE SKY

A powerful new telescope is about to launch—and it could change everything.

# Celebrity Engagement and Partnerships

# Launch Webpages (Preview)

