ABOUT SPACE TELESCOPE SCIENCE INSTITUTE

We are the Space Telescope Science Institute in Baltimore, MD, operated for NASA by the Association of Universities for Research in Astronomy. We help humanity explore the universe with advanced space telescopes and ever-growing data archives.

Founded in 1982, we have helped guide the most famous observatory in history, the Hubble Space Telescope. Since its launch in 1990, we have performed the science operations for Hubble. We also lead the science and mission operations for the James Webb Space Telescope, scheduled for launch in 2018. We will perform science operations for the Wide Field Infrared Survey Telescope, in formulation for launch in the mid-2020s. We also contribute to other NASA missions and work with various international partners. Our staff conducts world-class scientific research, engineering, and mission support; our Barbara A. Mikulski Archive for Space Telescopes holds and disseminates data from over 20 astronomical missions; and we bring science to the world through internationally recognized news, education, and public outreach programs. We value our diverse workforce and civility in the workplace, and seek to be an example for others to follow.

We continue to expand the frontiers of space astronomy. We have three strategic goals in accordance with this vision. First, to excel in the science operations of NASA's current and future astrophysics flagship missions, and in doing so, to envision, define, and operate new missions that offer cutting-edge research opportunities for the entire astronomical community. Second, to develop advanced astronomical data, archives, and tools for scientific discovery that are crucial in the era of increasingly large and complex astronomical datasets. And third, to make the world's astronomical information accessible to all, thereby inspiring and engaging others to participate in understanding, enjoying, and sharing the wonders of the universe.
1. **Who** – STSCI Office of Public Outreach
2. **What** – Communications Plan
3. **How** – Partnerships, Planning, Performance
4. **When** – Production Timeline
EXAMPLES OF GUIDING PRINCIPLES

- **Connect** science and scientists to the public
- **Leverage** strategic partnerships (e.g. NASA, NSF, museum networks, industry partners, etc.)
- **Employ** a diverse range of skill sets
- **Engage** historically underserved audiences
- **Pilot** emerging technologies to reach new audiences
Objective: Reach the public and enable learning opportunities by connecting with scientists and partners.

Strategy: Timely delivery of content to the public, including:
- Press Release
- Multimedia Products
- Print Products
- Informal Learning Experiences

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**LETTER**

Seven temperate terrestrial planets around the nearby ultracool dwarf star TRAPPIST-1

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**News**

**Communication**

**Informal Learning**

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**Scientific Discoveries**
## COMMUNICATIONS PLAN

<table>
<thead>
<tr>
<th>Components</th>
<th>Initial Key Milestones</th>
<th>Considerations</th>
</tr>
</thead>
<tbody>
<tr>
<td>News and Media</td>
<td>Countdown to Launch</td>
<td>Audiences</td>
</tr>
<tr>
<td>Website and Social Media</td>
<td>Launch</td>
<td>Goals</td>
</tr>
<tr>
<td>Videos, Animations, and Imagery</td>
<td>Telescope/Instrument Commissioning</td>
<td>Messages</td>
</tr>
<tr>
<td>Public Events – Large and Small</td>
<td>First Light / Early Release Science</td>
<td>Research-based Strategies</td>
</tr>
<tr>
<td>Printed Materials</td>
<td>Ongoing Discoveries</td>
<td></td>
</tr>
<tr>
<td>Innovative Initiatives</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strategic Partnerships</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
INTEGRAL PARTNERSHIPS

NASA

NORTHROP GRUMMAN

Goddard
SPACE FLIGHT CENTER
Communication

We bring the wonders of the Hubble and Webb missions and their science-transforming discoveries – current and future – directly to the public.
Communication

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PRODUCTION TIMELINE

T-2 years
Launch Website
Launch Social Media

T-5-3 years
National Scale Event
Local Events (get the name out)
Attend conferences

T-1 year
Produce video content
Engage astro community

T-2 months
Ramp up social media

T-6 months
Produce printed materials

T-1 week
Hold press briefings

T-0
Share science!

T++
Questions?

Thank you