

Communicating Planetary Defense To The Public

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Abstract

NASA's Planetary Defense Coordinating Office has been tirelessly detecting, tracking and monitoring near-Earth objects, and NASA is making progress with regard to detection of objects that pose the greatest risk if they were to collide with Earth. Communicating that information with our public, and lessons learned on ensuring balance and objectivity while trying to share with the widest possible audience is the focus of this talk. Presented by: Alice Wessen, Manager for Public Engagement at NASA's Jet Propulsion Lab, Phil Davis, Digital Strategist at NASA's Jet Propulsion Laboratory & Veronica McGregor, News and Social Media Manager, NASA Jet Propulsion Laboratory

1. Introduction

NASA's Planetary Division of the Science Mission Directorate recognizes the unique contribution its data, discoveries, content, and experts make. Planetary science has the stories to share and engage, and we use crosscutting themes, leveraging existing NASA infrastructure to build compelling communication campaigns. Specifically, for Planetary Defense, our focus is to communicate the

process by which Planetary Defense identifies and characterizes objects in the Solar System that pose threats to Earth or offer resources for human exploration.

This talk includes how we leverage NASA's Planetary science goals, themes, and content using current and emerging technologies and infrastructure to meet users where they are, where they go, and where they will be going to reach the widest possible audience.

Summary and Conclusions

NASA's Planetary Science Division (PSD) will contribute to our nation's science literacy and science education with authentic data, engaging products, and paths to participate with PSD's mission and exploration efforts. PSD will encourage and support the involvement of our mission team members, as ambassadors of NASA. Further, with our communication professionals and our strategic partners, we will work together to ensure the future of our workforce, support educators, and provide exciting, relevant, and unique science into communities across the nation and around the world.

With grateful appreciation to NASA and the American public