



# NASA Communications Workshop

PRESENTED BY Katherine Brown, Kelly Calagna, & Anne Marie  
Demme

DATE March 2, 2023

# NASA STEM

# Agenda



## Welcome & Introductions

Icebreaker Polls

NASA STEM Comms

Success Stories

Breakout Troubleshooting

Q&A Discussion



**NASA STEM** INSPIRE - ENGAGE - EDUCATE - EMPLOY  
The Next Generation of Explorers



[stem.nasa.gov](https://stem.nasa.gov)



# NASA STEM

**Katherine Brown**

NASA STEM Public Affairs Officer

**Kelly Calagna**

NASA STEM Strategic Communications Lead

**Anne Marie Demme**

NASA STEM Communications Strategist



# Let's Hear From You!

Scan the QR code with your device to fill out a few "icebreaker" polls!



*Or you can go to [nasa.cnf.io](https://nasa.cnf.io) to access the polls.*



# Meet NASA STEM Communications



**Katherine Brown**.....NASA OSTEM PAO/Communications Lead

**Kelly Calagna**.....Strategic Communications Lead

**Katey Arnold**.....Video

**Antoine Butler**.....Exhibits

**Mindi Capp**.....NASA Express/Social Media

**Anne Marie Demme**.....Events Strategy

**Anna Heiney**.....Writing & Editing

**Erin Kisliuk**.....Social Media

**Greg Lee**.....Graphics



# NASA STEM Social Media



Follow **NASA STEM** on social media



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388K followers



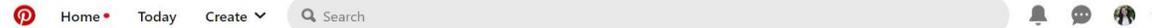
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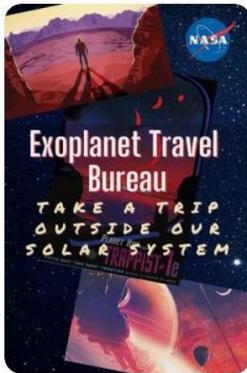
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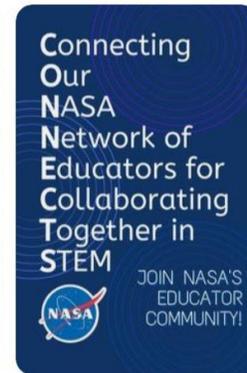
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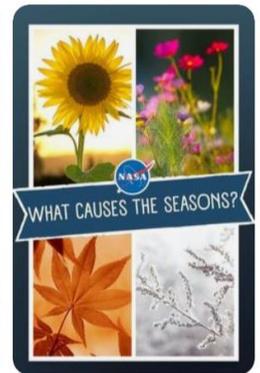
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## CISION<sup>®</sup>

Using the media monitoring tool Cision, we track earned media across NASA OSTEM programs & projects. This includes online articles, print media, TV, and radio.

This process gives us insight into what stories "take off" and make it to a much larger local or national audience.



### Locally

Local news media usually focuses on and disseminates stories specific to their area. This often includes human-interest stories centered around an individual or group of people in the community.



### Nationally

While national news is a little less predictable, we see an emphasis on: large agency-wide campaigns, particularly inspiring or novel human-interest stories; high visibility events; and education initiatives that affect the education space nationally.





# Space Grant Success Stories & Tips

Communications Chairs  
for Space Grant



**Dr. Caitlin Milera**  
Director, NDSGC & ND NASA  
EPSCoR



**Michelle Coe**  
Program Manager  
Arizona NASA Space Grant  
Consortium



**Colleen H. Fava**  
Assistant Director  
Louisiana Space Grant  
Consortium & NASA EPSCoR



# Breakout Troubleshooting Sessions (10 Minutes)



Pick One:

Traditional Media



Katherine

Social Media



Anne Marie

Storytelling



Kelly



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# Q&A and Discussion



# Q&A



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