

RBSP

Radiation Belt Storm Probes



RBSP Communications Strategies

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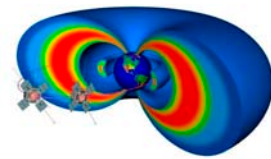
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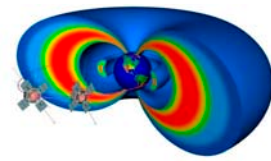
RBSP Communications



- **How to Communicate about RBSP**
- **What to Communicate about RBSP**
- **Making the Most of the Media**
- **How to Be Interviewed**



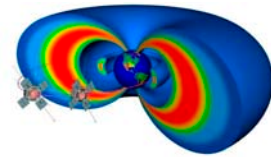
The Magnetosphere and the Mainstream Media



You will never hear the word “magnetosphere” said this many times on regular television again.



How to Communicate about RBSP



The challenge:

Speaking about a high-level scientific mission at a 5th-7th grade level

Strategies:

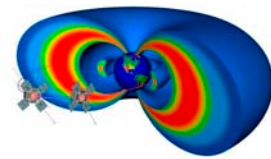
- **Convey your enthusiasm about your investigation**
- **Get your points across at your pace and tempo**
- **Connect via excitement and possibilities rather than difficult science concepts**
- **Review the “Conversations with the Team” interviews on the RBSP APL site and the NASA Edge RBSP video (links provided)**
- **Record and study your own interviews if needed**
- **Use the RBSP websites and Facebook/Twitter as resources**
- **Practice being interviewed!**

For those who have done RBSP interviews:

- **What do you think reporters are, and are NOT, “getting” from you about RBSP?**



What to Communicate about RBSP



The challenge:

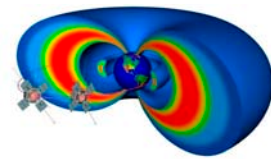
Being scientifically accurate about RBSP for a general audience

Strategies:

- **The NASA RBSP Media Messages**
- **Space weather and how it affects modern society and technologies**
 - Communications, GPS, power, satellites and space exploration
- **The space weather information that will be available to anyone**
- **For higher level or specialized media: What will RBSP help us learn about fundamental particle physics principles occurring above Earth that occur throughout the universe?**
- **The relationship between the practical benefits of understanding the radiation belts and the greater contribution to scientific knowledge**



RBSP: Three Potential Questions, One Answer



“Is this mission really worth \$700 million?”

“Why should we care about the radiation belts?”

“Can’t you study this from Earth for a lot cheaper?”

Answer:

To get where humankind wants to go in the next 50 years, the next 100 years, we really need to understand how the Earth’s radiation belts behave. And we need to go up there, into the heart of the radiation belt storms, to do that.

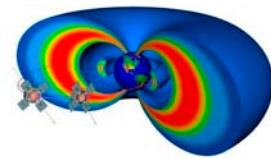
RBSP’s data will lead to improved satellites, better navigation and communications, successful manned missions to the moon and Mars and asteroids and beyond.

And we’ll also understand our universe better.

That’s what RBSP will do.



One RBSP Basic Message



We're going to learn two things from studying the radiation belts:

1) We're going to learn how the belts behave during solar storms...

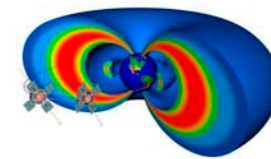
- This lets us design and operate satellites and spacecraft more safely
- And it will help protect critical technologies here on Earth

2) ...and the information we learn about how the belts behave teaches us about how particles in the universe behave

- We can use the Earth's radiation belts as a laboratory to learn about fundamental particle physics and particle acceleration
- This knowledge will let us understand our universe better



Making the Most of the Media



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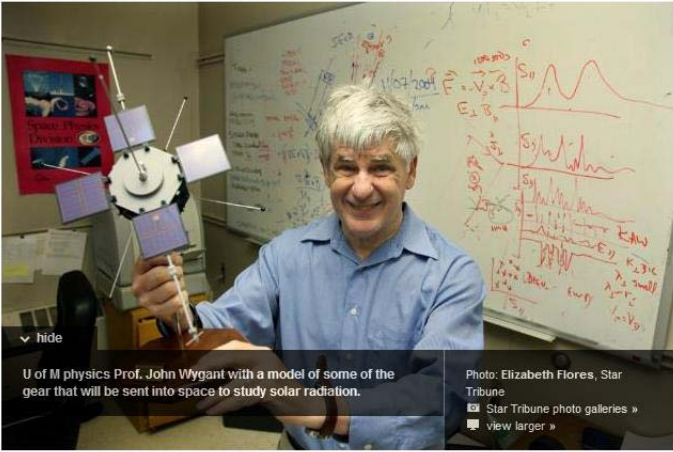
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Recent solar bursts well-timed for U space study

Article by: BILL McAULIFFE, Star Tribune | Updated: April 23, 2012 - 10:29 PM

Radiation detectors being launched will map zones that imperil spacecraft, disrupt communications.



U of M physics Prof. John Wygant with a model of some of the gear that will be sent into space to study solar radiation.

Photo: Elizabeth Flores, Star Tribune

Star Tribune photo galleries

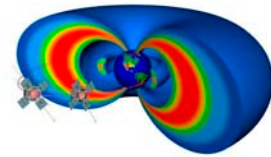
View larger

4/23 Star-Tribune (MN) article on RBSP, John Wygant and EFW

- RBSP is NASA's main launch in 2012
- Familiarity with space weather, solar storms, and impact on Earth is growing
- Work with your institutions' public affairs teams to reach out to local media – local ties to national stories are always good
- Local and regional media will let you tell your investigation's specific story in a more effective and comprehensive way
- APL Public Affairs supports all media requests with images, animations, data, and follow-ups
- Let APL know about interviews: We can help.



How to Be Interviewed



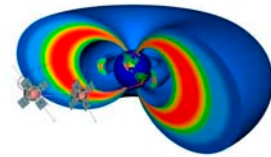
Basics:

- Everything is always on the record. Every microphone is always on.
- It's OK to stop talking once you've answered the question.
- “I will get that information for you” is better than “Oh, I don't know.”
 - This is what your public affairs staff are here for (Qs about launch vehicle, etc)
- You won't get to review anything. If you offer to review the science of an article, that might happen.
- Engage the interviewer. Show them how much you care about your investigation.
- You won't likely get the questions first, though you can request general topics for the interview (though they may be obvious, you can ask—they might have funding questions best directed to NASA/APL.)
- **Prepare:**
 - Read/watch/hear other stories by the publication/website/author
 - Check national and local news for related stories and trends (strikes, controversies)
 - Practice the messages and be able to express them in different ways

Being prepared AND flexible is the best strategy

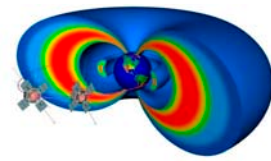


How to Be Interviewed



Basics (audio/video)

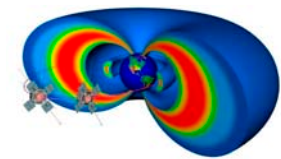
- Even if the segment will be edited, perform as if it is live. You might not get a second chance. Requests for multiple retakes are difficult on the reporter and crew and may not be granted.
- Short answers that restate the question are best (“The reason we’re studying the magnetic fields is...”).
- Remember to pause; it gives the editor places to trim.
- On camera, solid-color dress shirts or polo shirts work well; blues, tans, browns, grays, etc. (lines and patterns will oscillate and/or look poor at low resolutions).



Focus on the mission, the science, and the discovery



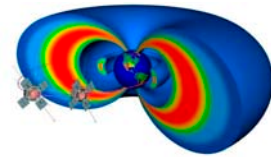
How Not To Be Interviewed



The interview is always about the mission.



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