

TIPS FOR YOUR PROJECT STORY & WORKING WITH NASA COMMUNICATIONS

WHO DO YOU NEED TO KNOW ABOUT THIS WORK? THEY'RE YOUR AUDIENCE.

- Usually we're aiming to get more End Users / Data Users.
- Who is already using your work? What kind of places or organizations do they work for?
- Who else could benefit from using your work?

TYPES OF STORIES

- Narrative: Human interest stories focused on the communities, environment, and people impacted through our partners' and users' work
- Technical: Engaging stories with more detailed explanations of the scientific aspects of our work
- Personal: Spotlights the people involved in the applications, research, and projects

STORYTELLING WORKS! IS YOUR PROJECT A STORY?

- Is it new, unique or noteworthy?
- Have you hit an important milestone?
- Did you recently overcome a challenge or conflict?
- Is your work relevant to a recent event in the news?
- Is there a certain key event upcoming?
- Does it showcase value or benefit to society?
- Does it highlight a partnership?

TRY FILLING IN A STORY PITCH FOR YOUR PROJECT

- Our team is working on [project], a [noun, like tool] that makes it possible for [people/users] to [verb]. This is important because [explain the challenge or problem being solved].

or
- My work focuses on [explain]. This is important to [people/end users] who need to [problem/challenge].

WHERE NASA APPLIED SCIENCES CAN AMPLIFY

- NASA websites & social media
- Internal NASA
- Other federal agencies
- Your institution
- Has a reporter contacted you? We can advise & support!

OTHER RESOURCES TO GET VISIBILITY FOR YOUR WORK

- Reach out to your institution/university press office
- Newsletters at your organization & professional organizations
- Presentations at meetings (like AGU)
- Social media: See handout for tips on representing NASA-funded work.

WHAT WE NEED FROM YOU

- Faces, photos, feelings!
- Take notes on the way. It's much easier than recalling at the end. We love hearing about overcome obstacles, pivots, anything unexpected or surprising.
- Tell us—who are your end users?
- Snap pictures of: places you visit, you and your team at work, field work, even group shots at meetings!

PHOTO & VIDEO TIPS

- We love action, smiles, and group shots! Imagine a photo album about your project & fill it.
- Avoid having bright light/windows behind people.
- Take both vertical & horizontal pictures.
- Film videos horizontally.
- You can also film places, things, creatures, background.

