



Coalition for Space Exploration

Public Affairs Team Report

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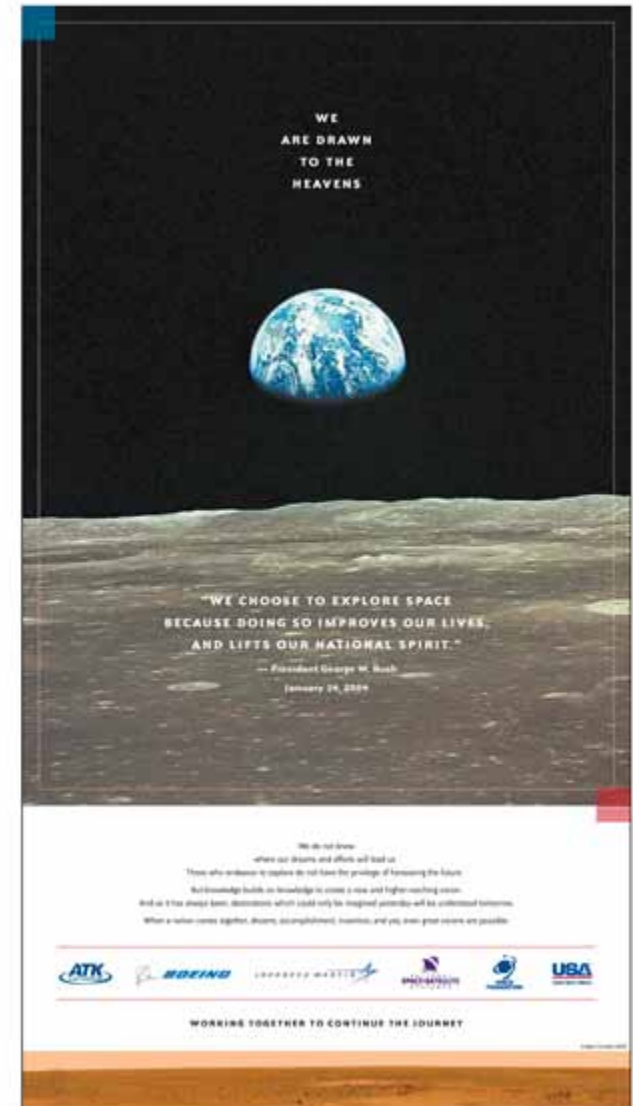
*AIAA Exploration Conference:
Washington, The Budget and Public Outreach
Tuesday, January 27, 2005*



Why a Coalition?

*The Coalition provides a unique opportunity for the space industry and space program supporters to **speak clearly, with one voice**, in support of an affordable, achievable and inspiring Vision for Space Exploration that will benefit our Nation and our Industry.*

The Coalition provides the opportunity to combine resources and expertise to further extend the benefits of Exploration through outreach and education to all Americans.





Member Companies – PA Team



We believe the Vision for Space Exploration will help to ensure that the United States remains a leader in space, science and technology; and will benefit the Nation's economy, enhance our national security, and help produce the leaders of tomorrow.



Accomplishments - 2004

Advertising - more than 7.5 million readers reached, via:

- Washington Post
- USA Today
- Targeted weekly newspapers

Appearances – took the Vision on the Road to key districts

- St. Louis, Missouri
- Wichita, Kansas
- Kenai, Alaska
- San Diego, California
- New Orleans, Louisiana
- Seattle, Washington
- Syracuse & Utica, New York
- Baltimore, MD

Apollo Anniversary VNR

- Introduced Vision into lunar landing anniversary publicity
- Aired 280 times on 171 stations
- Seen by more than 6.7 million viewers



Accomplishments – 2004 (cont'd)

Continental Airlines In-flight Video

- 2-minute video promoting the Vision
- Played on hundreds of flights in November, December

The Vision Video

- Adapted for use, distribution by Coalition
- Distributed to schools, museums, media and appearances programs

Marketing Materials

- Brochures, CDs, Poster
- Vision Exhibit
- Disseminated at national party conventions, conferences, trade shows (NAB) and educational visits/events (Legoland).



Accomplishments – 2004 (cont'd)

Gallup Poll

- Confirmed strong public interest in space exploration
- Showed strong bi-partisan support for space exploration
- Two-thirds polled support a “stepping-stone” approach that starts with RTF
- Fresh public opinion data for use by supporters



Focus for 2005

Bringing Exploration to Life

- Return to Flight – the first step
- International Space Station – research for exploration
- Exploration Procurement Activity – program takes shape

Promoting the Benefits of Exploration

- The Moon, Mars feel far, far away to those concerned with jobs, education, national security
- Exploration drives jobs, technology, innovation, knowledge and inspires young minds

Expanding the Coalition

- Target “newcomers” and small businesses
- Seek advocates beyond the traditional space industry

Effective Messaging/Targeting

- Right message, right audience, right time