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# **REACH FOR THE MOON**

## **COMMUNICATION PLAN FOR**

# **NASA KENNEDY SPACE CENTER**

Produced by Samantha Leon

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## Situation Analysis<sup>1</sup>

Through words and actions in both digital and physical spheres, NASA has conveyed its determination to continually encourage the presence of women in STEM. Online, the space agency has countless resources that connect Americans to the clever and courageous women behind some of NASA's most commendable endeavors. In person, NASA hosts enriching events, like Girls in STEM, to connect middle school girls to the wonders of STEM careers. Most thrillingly, NASA will soon land the first woman (and next man) on the moon through its Artemis program.

However, according to data from the National Science Foundation, "Women remain underrepresented in the science and engineering workforce, although to a lesser degree than in the past, with the greatest disparities occurring in engineering, computer science, and the physical sciences" (National Girls Collaborative Project, 2020). And in a recent study released by NASA, it was found that women hold just "28 percent of senior executive leadership positions and are only 16 percent of senior scientific employees" at NASA (Davenport, 2019).

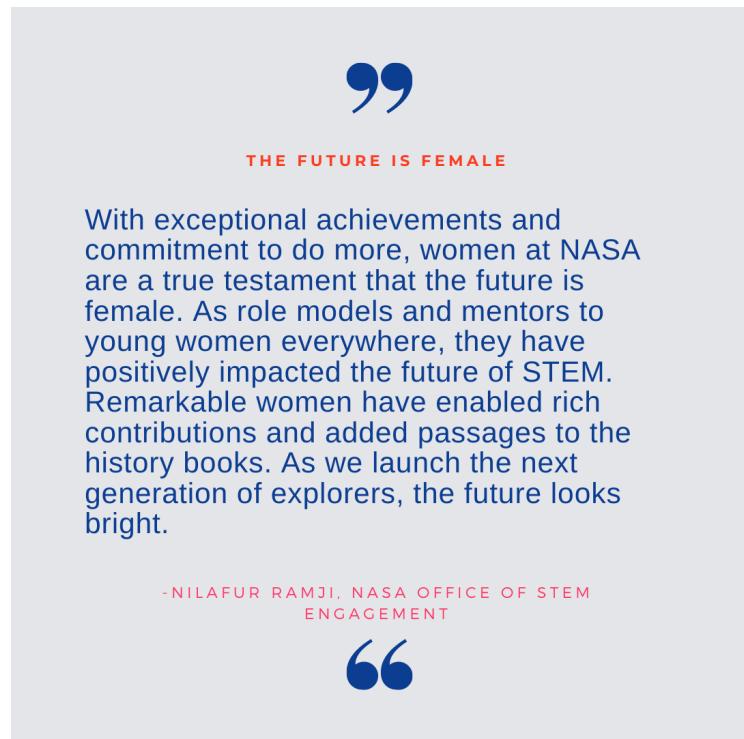
NASA can do more—starting with the female-focused campaign outlined in this communication plan: **Reach for the Moon**. The campaign will be launched through Kennedy Space Center, America's gateway to space. It will meaningfully and strategically connect fifth-grade girls in Florida public schools to the dynamic world of STEM by getting them excited about NASA's Artemis program and upcoming lunar missions.

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<sup>1</sup> See Appendix A for sources in this section.

While there has been a lack of personalized and direct communication between Kennedy Space Center and young girls in Florida public schools, this factor illuminates a unique window of opportunity to implement the messages set forth in Reach for the Moon, both thoughtfully and relevantly. Reach for the Moon will expose young girls to the field of STEM in a creative and engaging way, potentially encouraging the students to pursue STEM electives in middle and high school (and STEM careers later in life).

Kennedy Space Center already possesses the necessary tools and resources to tap into the hearts and minds of these young girls. At the core of this campaign is a statewide essay contest, but Reach for the Moon will also include social media messaging; updated content for the Kennedy Online Outreach & Learning (KOOL) program; and new photo opportunities in the Kennedy Space Center Visitor Complex.



## Goals

The **goals** of this plan are to raise awareness of NASA's upcoming Artemis missions and to strengthen NASA's reputation as an agency that supports women in STEM. By implementing this plan in Florida, NASA can achieve these goals through more personal and direct means, providing a strong foundation on which to base future campaigns with similar goals.

## Objectives

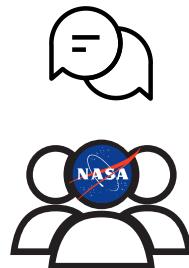
The **measurable objectives** of this campaign are informational, motivational and behavioral:

- *Objective 1:* To increase the number of female students who can define NASA's upcoming Artemis missions by 15% percent by November 2020
- *Objective 2:* To generate interest about NASA's Artemis program and upcoming Artemis missions among fifth-grade girls in Florida public schools by 20% by September 2020
- *Objective 3:* To increase the number of visits to Kennedy Space Center by 20% by November 2020
- *Objective 4:* To increase positive media coverage of Kennedy Space Center's constructive contributions to children in Florida public school classrooms, with 50% being positive in sentiment, by November 2020
- *Objective 5:* To increase positive media coverage of NASA's support toward women in STEM, with 50% being positive in sentiment, by November 2020

## Target Audiences

Kennedy Space Center could greatly benefit from engaging with the following audiences due to their proximity, pre-existing interest, relationship-building potential and high accessibility.

- Florida public school teachers
- Fifth-grade girls in Florida public schools
- NASA Expert Educators
- Science and technology journalists



## Tactics

**Tactics for Objective 1** (to increase the number of female students who can define NASA's upcoming Artemis missions by 15% percent by September 2020):

- Create Reach for the Moon brochures for teachers, which will include:
  - Introduction to the Reach for the Moon initiative and reasoning behind the campaign
  - Scannable QR codes that link to grade-level-appropriate resources regarding the Artemis program and upcoming missions
  - Information about Kennedy Space Center's new Artemis-themed KOOL content and steps to set up a virtual classroom visit
  - Information about the Reach for the Moon essay contest
- Have NASA Expert Educators design new, imaginative Artemis-themed KOOL program content that includes engaging, female-focused elements. Test the content with a focus group of both male and female students
- Produce an Artemis-themed handout (to accompany the essay contest prompt) with information about NASA's Artemis program and upcoming Artemis missions

**Tactics for Objective 2** (to generate interest about NASA's Artemis program and upcoming Artemis missions among fifth-grade girls in Florida public schools by 20% by September 2020):

- Launch a statewide essay contest open to all fifth-grade girls in Florida public schools, with the prompt:

"The world refers to you as Gen Z, but at NASA, we see you as the Artemis Generation. Within the next four years, America will land the first woman on the moon. One day, she might be you. After reading the

Artemis handout from your teacher, answer the following question in 200 to 300 words:

Twenty years from now, if you were the first female astronaut from your generation to go to the moon, what would you seek to discover in lunar exploration and why?

After reviewing each essay entry, we will choose one winning student to enjoy our Fly With an Astronaut Experience and sign a piece of the spacecraft that will land on the surface of the moon! Bonus: all students who enter the essay contest will receive a one-time 10% discount on daily admission tickets to Kennedy Space Center."

- Offer a 10% discount on Kennedy Space Center daily admission tickets to all girls who enter the Reach for the Moon essay contest

**Tactics for Objective 3** (To increase the number of visits to Kennedy Space Center by 20% by September 2020):

- Provide discounted daily admission tickets (10% off) to girls who enter the Reach for the Moon essay contest
- Have NASA Expert Educators share information about select Kennedy Space Center experiences at the end of KOOL virtual classroom visits
- On Facebook, Twitter and Instagram, share photos of new photo opportunity setups at Kennedy Space Center, where visitors can take a picture in an Instagram frame or in front of a green screen backdrop that makes it appear as if they are on the moon (they will get a link to a digital download of their photo with the Reach for the Moon campaign logo attached)

**Tactics for Objective 4 and Objective 5**, which are both media-based objectives (to increase positive media coverage of Kennedy Space Center's constructive contributions to children in Florida public school classrooms, with 50% being positive in sentiment, by September 2020; to increase positive media coverage of NASA's support toward women in STEM, with 50% being positive in sentiment, by September 2020):

- Have the Kennedy Space Center director hold a news conference just before the launch of Reach for the Moon to communicate with journalists in person and to reinforce strong connections
- Build relationships with journalists by interacting with them regularly on social media
- Write a press release informing Florida public schools about the Reach for the Moon campaign
- Invite local science and technology journalists to tour the labs where Artemis-themed KOOL virtual classroom visits are conducted
- Pitch a story idea to editors at larger news organizations (The New Times, The Washington Post, USA Today) about a feature story on the author of the winning essay contest entry
- Invite an Orlando-based journalist to conduct a brief interview with the winner of the essay contest on the day of the winner's Kennedy Space Center experience

## Digital and Visual Elements

One Reach for the Moon campaign logo, one poster design, one brochure design, one photo opportunity setup design, one green screen background image and 10 graphics for social media posts will be handled in-house by Kennedy Space Center's marketing graphic design team. This team will also be in charge of archiving its designs to reference in the future or to repurpose in later communications initiatives.



Potential poster design.

## Key Messages

### **Florida Public School Teachers**

Behind every fearless scientist and engineer is a teacher who boldly inspires them to dream beyond horizons—to Reach for the Moon. The young girls in your classroom will soon approach a turning point where they will begin to tailor their studies to a field of their choice, and according to the National Science Foundation, women are still underrepresented in STEM fields. Help us change that.

### **Fifth-grade Girls in Florida Public Schools**

The world refers to you as Gen Z, but at NASA, we see you as the Artemis Generation. Within the next four years, America will land the first woman on the moon. One day, she might be you. Ask your teacher about Kennedy Space Center's Reach for the Moon essay contest to learn about a lunar-tastic opportunity.

### **Science and Technology Journalists**

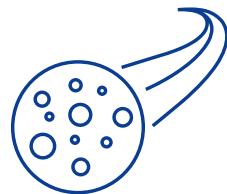
According to data from the National Science Foundation, "Women remain underrepresented in the science and engineering workforce ... with the greatest disparities occurring in engineering, computer science, and the physical sciences." With its Reach for the Moon campaign, NASA will encourage a potentially greater representation of women in STEM fields through creative involvement in Florida's public school classrooms.

### **NASA Expert Educators**

Reach for the Moon will connect students to the dynamic world of STEM through learning more about NASA's Artemis program and upcoming Artemis missions. You will play a major role in the campaign through designing and implementing Artemis-themed content for your Kennedy Online Outreach & Learning (KOOL) virtual classroom visits. We hope you are excited to help young girls discover the wonders and relevance of lunar exploration.

## Targeted Media Outlets<sup>2</sup>

To garner positive media coverage, the implementation of Reach for the Moon will include sending press releases and story pitches to local newspapers in Merritt Island, Florida (Space Coast Daily), where Kennedy Space Center is located, as well as to the top 10 major newspapers in Florida (Sun Sentinel, Orlando Sentinel, Sarasota Herald-Tribune, Florida Times-Union, Collier Citizen, The Villages Daily Sun, Tampa Bay Times, Palm Beach Post, The News Journal and Miami Herald). Additionally, this campaign will prioritize reaching out to local and national science and technology journalists.



To communicate Reach for the Moon's messages online, this campaign will implement social media messaging on Facebook, Twitter and Instagram. Posts will feature engaging content such as memes, photos and original graphics, and social media messaging will include repurposing content from relevant NASA accounts (such as NASA's @WomenNASA and @NASAMoon Twitter accounts).

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<sup>2</sup> See Appendix B for sources in this section.

## Budget<sup>3</sup>

This simple but impactful campaign will cost \$84,009 and will run from August 2020 to October 2020, with a final evaluation run in November 2020. Primary costs entail shipping informational brochures about Artemis and the Reach for the Moon essay contest to the 4,517 public schools in Florida. Additionally, campaign costs could be significantly offset by increased Kennedy Space Center ticket sales. A detailed budget breakdown is as follows:

### Materials

Photo op setup for Kennedy Space Center Visitor Complex:  $6 \times \$70 = \$420$

Green screen photo backdrop:  $1 \times \$505 = 505$

Posters to mail to schools:  $4,520 \times \$10 = \$45,200$

Brochures to mail to schools:  $4,520 \times \$1 = \$4,520$

### Essay contest costs

Lunch for winner and one guest: = \$60

Lodging for two guests for one night at Hyatt Place Titusville = \$140

### Mailing

Envelopes for brochures:  $10 \times \$21 = \$210$

Mailing brochures:  $55 \text{ cents} \times 4,520 = \$2,486$

Tubes for posters: \$0

Mailing posters:  $4,520 \times \$5.05 = \$22,830$

**Unexpected expenses**, if necessary:  $10\% \text{ of } \$76,371 = \$7,638$

**Total cost: \$84,009**

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<sup>3</sup> See Appendix C for sources in this section.

## Timeline

<b>Date</b>	<b>Action</b>
July 17	Discuss details of Reach for the Moon with Internal and External Communications, Legal Team, NASA Expert Educators, Artemis Media Team, NASA Experts and Kennedy Space Center Marketing Graphic Design Team. Provide Aug. 3 as the deadline for all final campaign materials and visual and design elements
Aug. 3	Compile all completed campaign materials and visual and design elements to be used for Reach for the Moon
Aug. 7	Share an internal blog post with details about Reach for the Moon and ask NASA's Expert Educators to test Artemis-themed content for KOOL program with a focus group
Aug. 31	As school has (tentatively) started in most Florida counties, officially launch Reach for the Moon with an essay contest announcement on social media. Additionally, send a Reach for the Moon news release to major newspapers in Florida and national science and technology journalists; and mail Reach for the Moon brochures to Florida public schools
Sept. 2	Unveil new Reach for the Moon photo opportunities in the visitor center and share photos of the setups on Facebook, Twitter and Instagram
Sept. 4	Invite local science and technology journalists to tour the labs where Artemis-themed KOOL virtual classroom visits are conducted
Sept. 7	Release Artemis-themed learning activities in KOOL virtual classroom visits and share previews of content on social media
Sept. 25	Close essay contest and begin reviewing submissions
Oct. 12	Announce essay contest winner; invite an editor or reporter from the Orlando Sentinel to conduct a brief interview with the winner of the essay contest on the day of the winner's Kennedy Space Center experience
Oct. 24	Host winner experience at Kennedy Space Center and conclude campaign
Oct. 26	Pitch a story idea to editors at larger news organizations (The New Times, The Washington Post, USA Today) regarding a potential feature story about the author of the winning essay contest entry. Include photos from winning girl's experience in the email pitch
Nov. 6	Run final evaluation of the success and impact of the campaign and create a summary of the results
Nov. 9	Email campaign evaluation results to the director of Kennedy Space Center
Nov. 12	Share campaign result highlights with all Kennedy Space Center employees in an internal blog post

## **Summary and Evaluation**

Over the course of three months, this campaign has the capacity to significantly strengthen NASA's reputation as an agency that supports Women in STEM as well as raise awareness for its upcoming Artemis missions—all while benefiting young girls and building meaningful relationships.

Before and after the campaign, the communications team will evaluate the impact and success of Reach for the Moon using pre- and post-surveys; sales analyses, media coverage analyses, source code tracking and social media metrics. It will be critical to evaluate the success of the campaign on an ongoing basis in order to make any adjustments, if necessary. During the final evaluation, all campaign materials and impact statistics will be archived for use in future initiatives. Robert Cabana, director of Kennedy Space Center, will receive a detailed written evaluation two weeks after the culmination of Reach for the Moon. Shortly after, evaluation results will be shared with all Kennedy Space Center employees through an internal blog post.

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**Internal Communication Pieces**

Samantha Leon

University of Florida

MMC 6936: Strategic Writing for Public Relations

Professor Mildred Tidwell

July 31, 2020

**Email: Meeting Recap**

Date: July 17  
From: Cheryl Warner  
To: Internal and External Communications, Legal, NASA Expert Educators, Artemis Media Team, NASA Experts and Kennedy Space Center Marketing Graphic Design  
Subject: Reach for the Moon Meeting Recap

Good evening, Reach for the Moon team:

Thank you to all who joined the meeting this morning. Although we are still in the early stages of planning the details, I am already energized by your support and enthusiasm for Reach for the Moon. Because many of you have daughters and granddaughters, I know you will have a personal connection to the campaign.

Before I move on, check out the awesome logo that Mark from Kennedy Space Center Marketing Graphic Design sent. The construction of the logo provides design flexibility for a variety of promotional uses. As always, your thoughts and feedback are welcome.



As discussed, **Aug. 3** is the final deadline to submit all final campaign materials and visual and design elements. If you need anything—extra support, guidance or just to chat—please feel free to reach out to me at any time. That's what I'm here for!

Attached, you will find a meeting recap as well as specific contacts for campaign-related questions.

Kind regards,

Cheryl Warner | Lead Public Affairs Officer, Moon to Mars Media Team  
NASA Headquarters  
202-358-1100 | [cheryl.m.warner@nasa.gov](mailto:cheryl.m.warner@nasa.gov)

**Email: Ask NASA Expert Educators to Help Conduct Focus Group**

Date: Aug. 7  
From: Jinny Han  
To: NASA Expert Educators  
Cc: Alex Hammond  
Subject: Focus Group/KOOL Tour

Hi, team:

I'm thrilled with the content you have created for our new Generation Artemis workshop. As discussed, it will be important to conduct a focus group to test the content among both fifth-grade girls and boys. I strongly believe the messages will resonate with students from a diverse array of backgrounds.

My assistant (Alex Hammond, who is copied on the email) has arranged a focus group session for Aug. 17, which should give everyone ample time to adjust any necessary workshop elements before we launch the program Sept. 7. We are looking for help conducting this focus group, so please let Alex and me know if you are available to lead this session.

Additionally, on Sept. 4, we are inviting journalists to tour the labs where the Generation Artemis virtual classroom visits are filmed. So far, Max Johnson has volunteered to help host a journalist. If anyone else wants to jump in on the behind-the-scenes fun, let me know.

Below, I've shared the virtual flyer that the Reach for the Moon communication team is emailing to journalists from Sun Sentinel, Orlando Sentinel, Sarasota Herald-Tribune, Florida Times-Union, Collier Citizen, The Villages Daily Sun, Tampa Bay Times, Palm Beach Post, The News Journal and Miami Herald. This should be a nice opportunity to share how we contribute to Florida public school classrooms.



Best regards,

Jinny L. Han | Program Director, Kennedy Online Outreach & Learning  
NASA Kennedy Space Center  
321-222-5535 | [jinny.l.han@nasa.gov](mailto:jinny.l.han@nasa.gov)

**Email: Announce Campaign Among Florida NASA Employees**

Date: Aug. 7, 2020

From: Hortense Diggs

To: All Florida NASA employees

Subject: Announcing New August Communication Initiative: Reach for the Moon

Hello, Florida NASA family!

I'm tuning in from Kennedy Space Center's (KSC) Office of Communication and Public Engagement with some exciting news.

KSC soon will launch a public relations campaign, **Reach for the Moon**, to connect fifth-grade girls in Florida public schools to the dynamic world of STEM—by getting them excited about NASA's Artemis program and upcoming lunar missions.

The campaign will kick off in late August, just as school begins. It has two main goals:

1. To raise awareness of NASA's upcoming Artemis missions
2. To strengthen NASA's reputation as an agency that supports women in STEM

At the core of this campaign is a statewide essay contest open to all fifth-grade girls in Florida public schools. The winner will get to enjoy KSC's [Fly With an Astronaut Experience](#) and get to sign a piece of the spacecraft that will land on the surface of the moon! Also, all students who enter will receive a one-time 10% discount on daily admission tickets to KSC.

We are excited to help young girls discover the riveting world of lunar exploration, **but we need your help in spreading the word**. If you know a fifth-grade girl (your daughter, a family friend, etc.) who would like to enter the contest, we encourage you to share the attached infographic with them. It has all of the contest details.

Be on the lookout for a NASA Life blog post from Robert Cabana for more details!

Warm regards,

Hortense B. Diggs | Director, Office of Communication and Public Engagement

NASA Kennedy Space Center

hdiggs@nasa.gov | 321-123-4567

Attached Infographic



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IF YOU WERE THE  
FIRST  
FEMALE ASTRONAUT  
FROM  
YOUR GENERATION  
TO GO TO THE  
MOON,  
WHAT WOULD YOU  
SEEK  
TO DISCOVER?

---

Are you a fifth-grade girl in a Florida public school? Answer this question in 200 to 300 words, and be entered to win our Fly With an Astronaut Experience and sign a piece of the spacecraft that will land on the surface of the moon through our Artemis program!

Visit [kennedyspacecenter.com/RFTM](http://kennedyspacecenter.com/RFTM) to submit your Reach for the Moon essay entry by Sept. 25.

P.S. All students who enter will receive a one-time 10% discount on daily admission tickets to Kennedy Space Center.

THE FUTURE IS FEMALE

## Internal Blog Post: Announce Campaign

### **Kennedy Space Center to Launch Reach for the Moon Campaign in August**

Posted by Robert Cabana Aug. 7, 2020

Do you remember when you dreamed of being part of NASA, no matter what it took or where you had to start? I do. Before I was a naval aviator, an astronaut or director of NASA's Kennedy Space Center, I was a boy in Minnesota—marveling in wonder at the magic of flight, space exploration and anything in the clouds and beyond. I had no doubt in my mind that I could reach for the moon—because no one told me I couldn't. Sometimes, I wonder if I would have had the same ambition if I had switched places with a young girl. When you imagine an astronaut, what do you see? When I became an astronaut in the 1980s, just [14%](#) of the women's workforce belonged to STEM fields.



Things have improved, but they could be better. According to [data](#) from the National Science Foundation, "Women remain underrepresented in the science and engineering workforce, although to a lesser degree than in the past, with the greatest disparities occurring in engineering, computer science, and the physical sciences." That is why I am ecstatic to announce that we will be launching our Reach for the Moon campaign Aug. 31, which will connect fifth-grade girls (in Florida public schools) to the dynamic world of STEM through learning more about our [Artemis program](#). Because if there is one thing that can thrill almost anyone, despite age or background, it is the fact that America is going back to the moon within the next four years!

From Hortense Blackwell Diggs, director of Kennedy Space Center's Office of Communication and Public Engagement, I would like to share some of the following initiatives of the campaign. We hope it will:

- Generate interest about NASA's Artemis program and upcoming Artemis missions among fifth-grade girls in Florida public schools
- Encourage a potentially greater representation of women in the future STEM workforce
- Increase visits to Kennedy Space Center
- Increase positive media coverage of Kennedy Space Center's constructive contributions to Florida public school classrooms
- Increase positive media coverage of NASA's support toward women in STEM



We are still in the early stages of planning the campaign and preparing materials, but Kennedy Space Center employees will play a large role in Reach for the Moon, especially our Kennedy Online & Outreach Learning (KOOL) program. To provide a few examples, NASA employees will create and implement new learning tools for KOOL; transform select areas in the visitor center complex; and form a committee to review essays from fifth-grade girls who are entering the contest element of the campaign. I will share additional details as soon as they are available.

All I ever wanted to do, since I was 5 years old, was fly. I would ride my bike to a road around an airport runway, and I would look up for hours, imagining myself piloting the planes that whizzed over my head. When I was older, I came to Kennedy Space Center on a field trip and saw Saturn V rockets in all their glory, stacked up to go to the moon. I'll never forget that day—or the ambition the experience instilled in my heart and soul. Kennedy Space Center is America's gateway to space.

Young girls deserve to dream realistically about expanding the horizons of science, technology, engineering and mathematics. Let's make that happen with Reach for the Moon.

## Internal Blog Post: Reach for the Moon Update

### **Reach for the Moon Update**

Posted by Hortense Diggs Sept. 14

The Reach for the Moon essay contest made its way into classrooms two weeks ago, and I want to briefly share some happy news to hopefully brighten your Monday: the essay contest committee has already received nearly 28,000 submissions!

I have read some excerpts from essay entries, and it is clear that NASA Kennedy Space Center is tapping into the hearts and minds of Florida's youngest female STEM dreamers.

Tomorrow at 10:30 a.m., a NASA Expert Educator from Kennedy Online Outreach & Learning (KOOL) will host an Instagram Live video on Kennedy Space Center's Instagram, @NASAKennedy.

The video will feature how KOOL hosts virtual classroom visits for Generation Artemis workshops, an important educational aspect of the Reach for the Moon initiative.

I encourage you to tune in on Instagram and leave some encouraging comments for our wonderful virtual classroom scientists—they are helping young girls discover the wonders and relevance of lunar exploration. I am grateful for their knowledge, passion and imaginative spirit.

Thank you for staying connected. Keep spreading the word about Reach for the Moon!



**Email: Evaluation Results for Leaders to Review**

Date: Nov. 12, 2020  
From: Cheryl Warner  
To: Robert Cabana, Jan Wittry, David DeFelice and Nikki Welch  
Subject: Reach for the Moon Final Evaluation Results

Good morning, Robert, Jan, David and Nikki:

Thank you for making time for our meeting Monday. It was nice to catch up with you all.

Attached, please find the final evaluation results for Reach for the Moon. It has been a delight working on this campaign, and I am beyond pleased with the results. To briefly mention some noteworthy highlights from the final evaluation, Reach for the Moon has:

- Increased the number of female students who can define NASA's upcoming Artemis missions by 33%
- Increased the number of visits to Kennedy Space Center by 30%
- Increased positive media coverage of NASA's support toward women in STEM by 62%

I am sharing these accomplishments with you because they far surpassed the objectives we initially set, as you will see when you review the evaluation document.

From the beginning, all of you have been so invested in this communication initiative, and we could not have achieved Reach for the Moon's success without your support, knowledge and guidance. Thank you.

If you have any questions, I would be more than happy to provide insight. Please call or email me any time.

Best regards,

Cheryl Warner | Lead Public Affairs Officer, Moon to Mars Media Team  
NASA Headquarters  
202-358-1100 | [cheryl.m.warner@nasa.gov](mailto:cheryl.m.warner@nasa.gov)

**Internal Blog Post: Campaign Evaluation Highlights**

(To be embedded in an internal blog post, with evaluation document attached, Nov. 12)



# REACH FOR THE MOON

We did it!

Kennedy Space Center's **Reach for the Moon** campaign concluded in late October, and we are happy to announce that **we met all of our goals and more**. Attached, please find a brief document with campaign highlights from our final evaluation.

Thank you to all who supported this communication initiative. With more than 30,000 essay entries across Florida, we believe that in STEM, the **future is female**.



**External Communication Pieces**

Samantha Leon

University of Florida

MMC 6936: Strategic Writing for Public Relations

Professor Mildred Tidwell

July 31, 2020

## **Aug. 30: Tease Campaign on Kennedy Space Center's Social Media**

### *Facebook copy:*

Fun fact: we're pretty sure the moon and the Sunshine State are best friends.

Attention Florida public schoolteachers—we have an amazing opportunity for your fifth-grade girls who want to be tomorrow's #WomenInSTEM. Check back here on Saturday, Aug. 31, at 1 p.m., for the unveiling of an out-of-this-world, once-in-a-lifetime experience that involves NASA's Artemis program, Kennedy Space Center and one special girl who wants to #ReachForTheMoon. (Just in case you haven't heard, we're going back to the moon: <https://www.nasa.gov/specials/artemis/.>)

### *Instagram copy:*

Fun fact: we're pretty sure the moon and the Sunshine State are best friends.

Attention Florida public schoolteachers—we have an amazing opportunity for your fifth-grade girls who want to be tomorrow's #WomenInSTEM. Check back here on Saturday, Aug. 31, at 1 p.m., for the unveiling of an out-of-this-world, once-in-a-lifetime experience that involves NASA's Artemis program, Kennedy Space Center and one special girl who wants to #ReachForTheMoon. (Just in case you haven't heard, we're going back to the moon.)

### *Twitter copy:*

Attention Florida public schoolteachers—we have an amazing opportunity for your fifth-grade girls who want to be tomorrow's #WomenInSTEM. Check back here on Saturday, Aug. 31, at 1 p.m., for the details.

### *Visual to accompany posts on all platforms:*



**Aug. 31: Announce Campaign on Kennedy Space Center's Social Media**

*Facebook copy:*

We are here with our lunar-tastic news! Today, Kennedy Space Center is launching Reach for the Moon, an initiative that will connect fifth-grade girls in Florida public schools to the dynamic world of STEM and the wonders of lunar exploration through learning more about NASA's Artemis program and upcoming Artemis missions.

At the heart of #ReachForTheMoon is a statewide essay contest that is open now through Sept. 25. Visit [KennedySpaceCenter.com/RFTM](http://KennedySpaceCenter.com/RFTM) for submission guidelines.

*Instagram copy:*

We are here with our lunar-tastic news! Today, Kennedy Space Center is launching Reach for the Moon, an initiative that will connect fifth-grade girls in Florida public schools to the dynamic world of STEM and the wonders of lunar exploration through learning more about NASA's Artemis program and upcoming Artemis missions.

At the heart of #ReachForTheMoon is a statewide essay contest that is open now through Sept. 25. Click the link in our bio for submission guidelines.

*Twitter copy:*

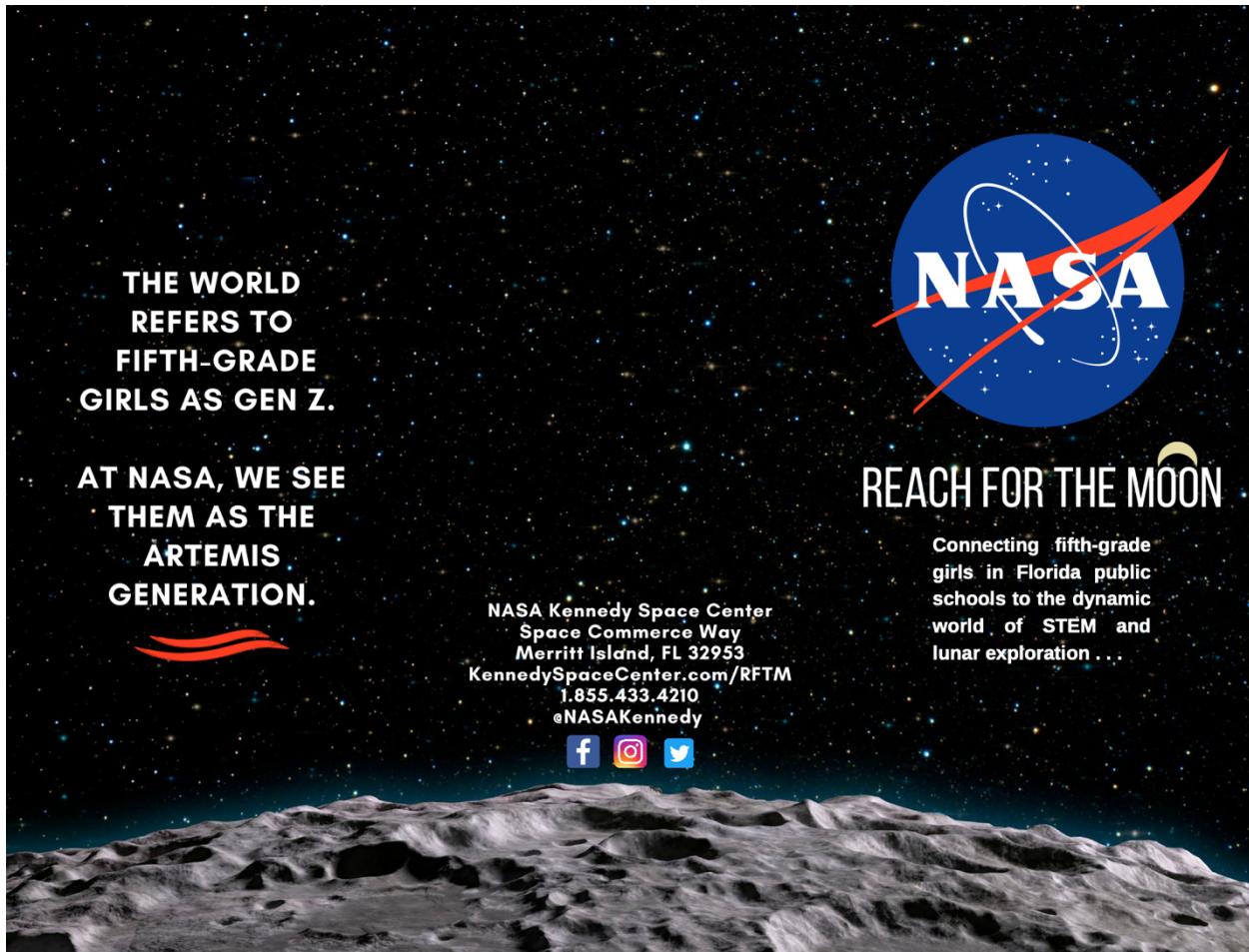
Lunar-tastic news! Today, we launch Reach for the Moon, an initiative that will connect fifth-grade girls in FL public schools to the dynamic world of STEM and lunar exploration. At the heart of #ReachForTheMoon is a statewide essay contest. Learn more: [bit.ly/kXtF4j](http://bit.ly/kXtF4j)

*Visual to accompany posts on all platforms:*



**Aug. 31: Mail Reach for the Moon Brochures and Posters to Florida Public Schools**

Trifold brochure, outside:



Trifold brochure, inside:

**TEACHERS**

Behind every fearless scientist and engineer is a teacher who boldly inspires them to dream beyond horizons—to **Reach for the Moon**.

The young girls in your classroom will soon approach a turning point where they will begin to tailor their studies to a field of their choice, and according to the National Science Foundation, women are still underrepresented in STEM fields.

**Help us change that.** 

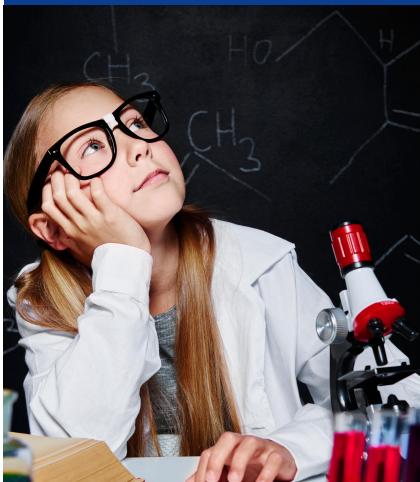


**WOMEN IN STEM**

In addition to the essay contest, our Kennedy Online Outreach & Learning program (KOOL) has just added a new distance learning workshop, **Generation Artemis**, as part of the Reach for the Moon initiative.

Generation Artemis will add a touch of lunar magic to your classroom and will emphasize the importance of women in STEM. However, the engaging, exciting workshop will appeal to students from all backgrounds. Learn how to set up a KOOL classroom visit and how to access new Artemis teaching resources by scanning the QR code below.





**GIRLS**

Kennedy Space Center's **Reach for the Moon** initiative is designed to connect fifth-grade girls in Florida public schools to the dynamic world of STEM through learning more about NASA's Artemis program.

By illuminating the wonders of lunar exploration, Reach for the Moon will encourage girls to consider STEM electives in middle and high school and STEM careers later in life.

At the heart of Reach for the Moon is an **essay contest** with an out-of-this-world prize.

The winner will enjoy our Fly With an Astronaut Experience and sign a piece of the spacecraft that will land on the moon by 2024! Learn more about the contest and submission guidelines by scanning the QR code below.





Poster:



Printable essay prompt (the first scannable QR code in the brochure links to a page with essay rules, this essay prompt and the following Artemis handout):



## REACH FOR THE MOON

The world refers to you as Gen Z, but at NASA, we see you as the Artemis Generation. Within the next four years, America will land the first woman on the moon. One day, she might be you.

After reading the Artemis handout from your teacher, answer the following question in 200 to 300 words:

*Twenty years from now, if you were the first female astronaut from your generation to go to the moon, what would you seek to discover in lunar exploration and why?*

After reviewing each essay entry, we will choose one winning student to enjoy our Fly With an Astronaut Experience and sign a piece of the spacecraft that will land on the surface of the moon!

Bonus: all students who enter the essay contest will receive a one-time 10% discount on daily admission tickets to Kennedy Space Center.

Printable Artemis handout (copy obtained from [NASA Website](#) for use in document design):



## REACH FOR THE MOON

Astronauts last visited the Moon in 1972. NASA plans to send the next man and the first woman to the surface of the Moon by 2024. They will work at the Moon's South Pole. NASA will use what we learn about living and working on the Moon to plan trips to Mars.



The new program to explore the Moon is called Artemis. NASA will study the Moon in new and better ways. NASA will work with other countries on Artemis missions. Working together, the world can learn more about the solar system.



NASA will have a new rocket, new machines and new tools to go to the Moon. The new rocket is the Space Launch System, or SLS. SLS will send people to the Moon inside the Orion Spacecraft. One day, the SLS will send people to Mars. NASA will test the rocket in 2020. No one will ride on it for the test.



Orion is a spacecraft. It will carry astronauts to space. Orion will ride on top of the Space Launch System rocket, or SLS. Orion will take people to the Moon. NASA plans to test Orion on the SLS rocket in 2020.



Astronauts will live in a spaceship at the Moon. The spaceship will be called the Gateway. It will fly around, or orbit, the Moon like the Moon orbits Earth. Astronauts working on the Gateway will take trips down to the Moon. NASA will start building the Gateway at the Moon in 2022.



From 1968 to 1972, 12 astronauts worked on the Moon. They went at different times. They stayed no longer than three days. NASA plans to send the next man and the first woman back to the surface of the Moon by 2024. When astronauts go to the Moon in the future, they will eventually live and work there longer.



No one has ever been to Mars. NASA's new rocket and new spacecraft will take people farther than we have ever been. Our goal is to have astronauts on Mars by the end of the 2030s.

[Fact sheet](#) (the second scannable QR code in the brochure links to this resource, which is from NASA's website):



The brochure cover features a dark background with a large, partially visible image of the Moon on the right. In the upper right corner is the NASA logo. To the left of the logo, the text "National Aeronautics and Space Administration" is written. The main title "WHAT IS ARTEMIS?" is in large, bold, white capital letters. Below the title is a paragraph of text. To the left of the text is a section titled "WHY GO TO THE MOON?", followed by a list of goals. To the right of the text is a section titled "WHAT WILL WE DO THERE?", followed by a list of objectives. At the bottom left, there is a message about the Artemis Generation. The Artemis logo, consisting of a stylized 'A' in red and white with a blue swoosh and the word "ARTEMIS" in white, is located in the bottom right corner of the brochure cover.

# WHAT IS ARTEMIS?

National Aeronautics and Space Administration

**NASA**

NASA is committed to landing American astronauts, including the first woman and the next man, on the Moon by 2024. Through the agency's Artemis lunar exploration program, we will use innovative new technologies and systems to explore more of the Moon than ever before. We will collaborate with our commercial and international partners to establish sustainable missions by 2028. And then we will use what we learn on and around the Moon to take the next giant leap—sending astronauts to Mars.

## WHY GO TO THE MOON?

With the Artemis program we will:

- Demonstrate new technologies, capabilities, and business approaches needed for future exploration including Mars
- Establish American leadership and a strategic presence on the Moon while expanding our U.S. global economic impact
- Broaden our commercial and international partnerships
- Inspire a new generation and encourage careers in STEM

## WHAT WILL WE DO THERE?

While Mars remains our horizon goal, we have set our sights first on exploring the entire surface of the Moon with both human and robotic explorers, and the Gateway giving us more access than ever before. We will send astronauts to new locations, starting with the lunar South Pole. On the Moon, we will:

- Find and use water and other critical resources needed for long-term exploration
- Investigate the Moon's mysteries and learn more about our home planet and the universe
- Learn how to live and operate on the surface of another celestial body, where astronauts will be just three days from home
- Prove the technologies we need before sending astronauts on missions to Mars, which can take up to three years round-trip

Going forward to the Moon will be the shining moment of our generation. This moment will belong to you—the Artemis Generation. Are you ready?

**ARTEMIS**

## HOW DO WE GET THERE?

NASA's powerful new rocket, the Space Launch System (SLS), will send astronauts aboard the Orion spacecraft nearly a quarter million miles from Earth to lunar orbit. Astronauts will dock Orion at the Gateway and transfer to a human landing system for expeditions to the surface of the Moon. They will return to the orbital outpost to board Orion again to return safely to Earth.

## WHEN WILL WE GET THERE?

Ahead of the human return, we will send a suite of science instruments and technology demonstrations to the lunar surface through commercial Moon deliveries beginning in 2021. The agency will fly two missions around the Moon to test its deep space exploration systems. NASA is working toward launching Artemis I, an uncrewed flight to test the SLS and Orion spacecraft together, followed by Artemis II, the first SLS and Orion flight test with crew. NASA will land astronauts on the Moon by 2024 on the Artemis III mission and about once per year thereafter.



National Aeronautics and Space Administration

**Headquarters**  
300 E Street, SW  
Washington, DC 20546  
[www.nasa.gov/centers/hq](http://www.nasa.gov/centers/hq)

[www.nasa.gov](http://www.nasa.gov)

NP-2019-07-2748-HQ

[#Artemis](http://nasa.gov/artemis)



**Aug 31: Send News Release to Major Florida Newspapers, National Science and Technology Journalists**



FOR IMMEDIATE RELEASE  
Contact: Hortense Diggs  
Email: [hdiggs@nasa.gov](mailto:hdiggs@nasa.gov)  
Phone: 321-123-4567

**NASA Kennedy Space Center Launching Reach for the Moon Program to Encourage Women in STEM**

MERRITT ISLAND, Fla., Aug. 31, 2020 — NASA Kennedy Space Center will launch **Reach for the Moon**, a new female-focused, educational campaign, in all Florida public schools Monday, Aug. 31. Reach for the Moon will connect fifth-grade girls in Florida public schools to the dynamic world of STEM by getting them excited about NASA's Artemis program and upcoming lunar missions.

By showcasing the enthralling aspects of moon exploration through a fun and exciting approach, the three-month campaign has the potential to encourage young girls to pursue STEM electives in middle and high school (and STEM careers later in life). To engage students, the campaign includes:

- A statewide essay contest open to all fifth-grade girls in Florida public schools. The winning student will enjoy Kennedy Space Center's [Fly With an Astronaut Experience](#) and will get to sign a piece of the spacecraft that will land on the surface of the moon. All students who enter will receive a one-time 10% discount on daily admission tickets to Kennedy Space Center
- Artemis-themed content for the Kennedy Online Outreach & Learning (KOOL) program, which conducts virtual classroom visits from labs at Kennedy Space Center
- New photo opportunities in the Kennedy Space Center Visitor Complex that make it appear as if subjects are standing on the surface of the moon

According to data from the National Science Foundation, "Women remain underrepresented in the science and engineering workforce ... with the greatest disparities occurring in engineering, computer science, and the physical sciences." NASA seeks to change that with Reach for the Moon.

"Within four years, NASA will land the first woman on the moon," said Robert Cabana, director of NASA Kennedy Space Center. "We hope Reach for the Moon helps young girls realize that one day, they have the potential to be that woman. At NASA, we believe that in STEM, the future is female."

**About the NASA Artemis Program**

With the Artemis program, NASA will land the first woman and next man on the Moon by 2024, using innovative technologies to explore more of the lunar surface than ever before. We will collaborate with our commercial and international partners and establish sustainable exploration by the end of the

For more information:

- Contact Hortense Diggs (phone: 321-123-4567; email: [hdiggs@nasa.gov](mailto:hdiggs@nasa.gov))
- Visit our Reach for the Moon webpage at <https://www kennedyspacecenter.com/RFTM>
- Visit our main Artemis webpage at <https://www.nasa.gov/specials/artemis/>
- Follow Kennedy Space Center on Facebook at <https://www.facebook.com/NASAKennedy>
- Follow Kennedy Space Center on Twitter at <https://twitter.com/nasakennedy>
- Follow Kennedy Space Center on Instagram <https://www.instagram.com/kennedyspacecenter>

###

## **Sept. 2: Unveil Reach for the Moon Photo Opportunities on Kennedy Space Center's Social Media**

### *Facebook copy:*

Everyone loves a good green screen backdrop, even the moon. Come out to the Kennedy Space Center Visitor Complex to have your picture taken in front of our new Reach for the Moon green screen photo op stations. You can see what you would look like if you were jumping on the surface of the moon. Share your photo with the hashtag #ReachForTheMoon, and we will repost our favorites throughout the week!

### *Instagram copy:*

Everyone loves a good green screen backdrop, even the moon. Come out to our visitor complex to have your picture taken in front of our new Reach for the Moon green screen photo op stations. You can see what you would look like if you were jumping on the surface of the moon. Share your photo with the hashtag #ReachForTheMoon, and we will repost our favorites throughout the week!

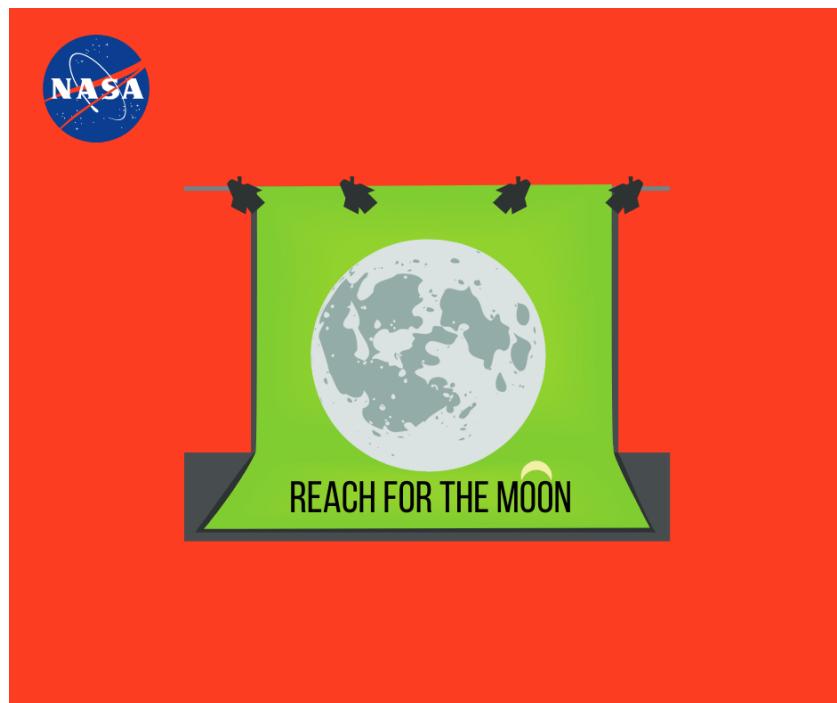
### *Twitter copy:*

Come out to our visitor complex to have your picture taken in front of our new #ReachForTheMoon green screen photo op stations. Share your photo with the hashtag #ReachForTheMoon, and we will repost our favorites throughout the week!

### *Reply tweet in thread:*

@NASAMoon already tested it out. Looking good!

### *Visual to accompany posts on all platforms:*



**Sept. 4: Email Local Journalists to Tour Artemis-themed KOOL Virtual Classroom Labs**

Good morning, (insert journalist's name):

My name is Hortense Diggs, and I am the director of Kennedy Space Center's (KSC) Office of Communication and Public Engagement. As part of KSC's [Reach for the Moon](#) initiative to connect fifth-grade girls in Florida public schools to the dynamic world of STEM, we are updating our Kennedy Online Outreach & Learning (KOOL) program content to highlight our upcoming [Artemis](#) missions.

Just to provide a little background, [KOOL](#) brings live video conferencing to any classroom with state-of-the-art multimedia technology. Each hands-on lesson is led by an expert educator and addresses national standards in science, technology and mathematics that relate to NASA missions. The new workshops are called Generation Artemis classroom visits.

I would love to invite you to tour the labs where the virtual visits are filmed. The tour would lend a fantastic behind-the-scenes perspective on how NASA contributes to Florida classrooms and taps into the exciting aspects of STEM topics. If you would like to come for a tour, please let me know—I would be happy to make the arrangements.



Thank you for your time. I look forward to hearing from you soon.

Best regards,

Hortense B. Diggs | Director, Office of Communication and Public Engagement  
NASA Kennedy Space Center  
hdiggs@nasa.gov | 321-123-4567

## **Sept. 7: Announce New KOOL Content on Kennedy Space Center's Social Media**

### *Facebook copy:*

Classes everywhere have been impacted by the effects of COVID-19, but Kennedy Online Outreach & Learning (KOOL) has just added a new distance learning workshop, Generation Artemis, to add a touch of lunar magic to your classroom. The new workshop is part of Kennedy Space Center's #ReachForTheMoon initiative.

These workshops are booked frequently, and there is limited availability—make a reservation request today: <https://www.kennedyspacecenter.com/camps-and-education/kennedy-online-outreach-and-learning>

### *Instagram copy:*

Classes everywhere have been impacted by the effects of COVID-19, but Kennedy Online Outreach & Learning (KOOL) has just added a new distance learning workshop, Generation Artemis, to add a touch of lunar magic to your classroom. The new workshop is part of Kennedy Space Center's #ReachForTheMoon initiative.

These workshops are booked frequently, and there is limited availability—make a reservation request today (link in bio).

### *Twitter copy:*

Classes everywhere have been impacted by the effects of COVID-19, but Kennedy Online Outreach & Learning (KOOL) has added a new distance learning workshop, Generation Artemis, to add a touch of lunar magic to your classroom. Reserve now: [bit.ly/iytl3r](https://bit.ly/iytl3r) #ReachForTheMoon

*Visual to accompany posts on all platforms:*



## **Sept. 10: Share Preview of New KOOL Content on Kennedy Space Center's Social Media**

### *Facebook copy:*

Our Expert Educators loved creating fresh, engaging, lunar-tastic content for our new Kennedy Online Outreach & Learning (KOOL) Generation Artemis workshops. Check it out!

Click here for more info: <https://www.kennedyspacecenter.com/camps-and-education/kennedy-online-outreach-and-learning>

### *Instagram copy:*

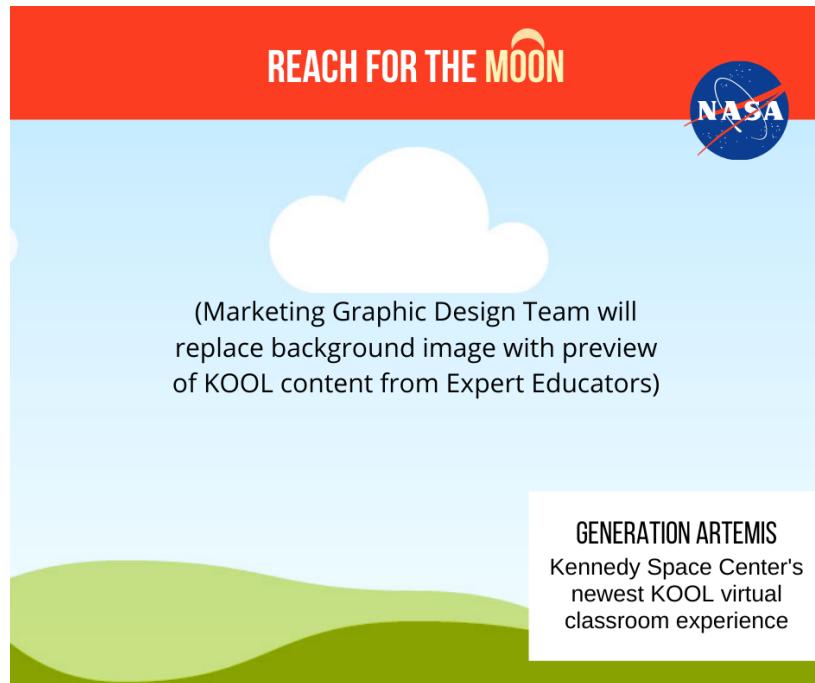
Our Expert Educators loved creating fresh, engaging, lunar-tastic content for our new Kennedy Online Outreach & Learning (KOOL) Generation Artemis workshops. Check it out!

Learn more by clicking the link in our bio.

### *Twitter copy:*

Our Expert Educators loved creating fresh, engaging, lunar-tastic content for our new Kennedy Online Outreach & Learning (KOOL) Generation Artemis workshops. Check it out! Click here for more info: [bit.ly/iytl3r](https://bit.ly/iytl3r)

*Visual to accompany posts on all platforms:*



## **Sept. 18: Invite Followers to Watch Instagram Live Video of KOOL Classroom Visit**

### *Facebook copy:*

Want to see how NASA Expert Educators prepare for and conduct Kennedy Online Outreach & Learning (KOOL) virtual classroom visits? Expert Educator Christie Lane is taking over our Instagram @KennedySpaceCenter today to give you a behind-the-scenes look.

Tune in to the Instagram Live video stream at 11 a.m. and join the fun!

### *Instagram copy:*

Want to see how NASA Expert Educators prepare for and conduct Kennedy Online Outreach & Learning (KOOL) virtual classroom visits? Expert Educator @NASAChristie is taking over our account today to give you a behind-the-scenes look.

Come back here at 11 a.m. to tune in to the live video stream and join the fun!

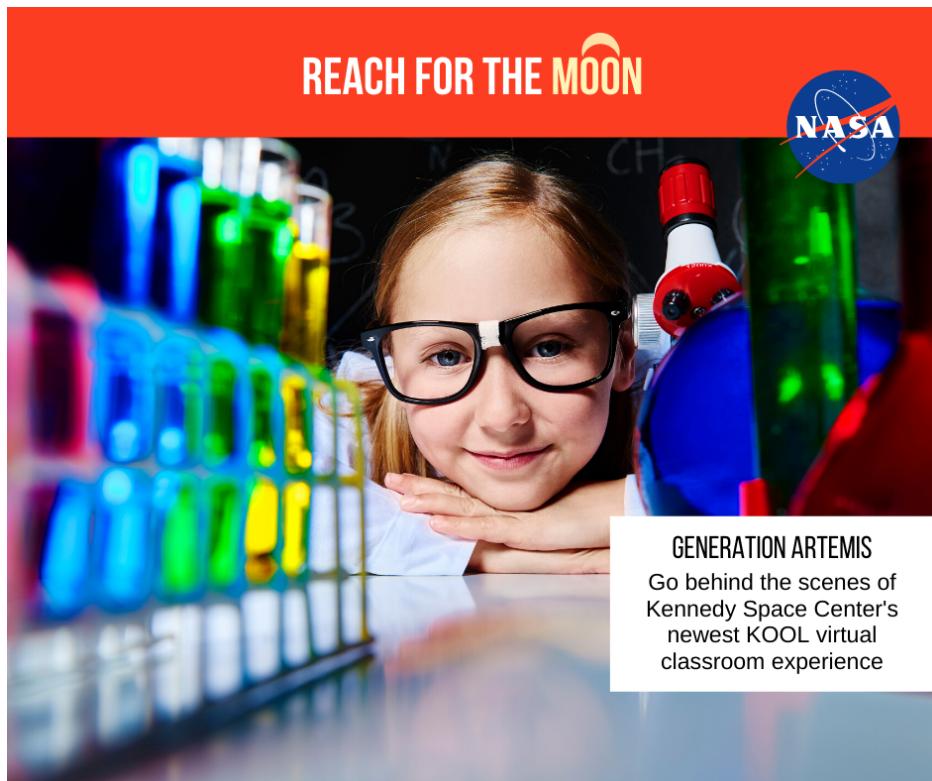
### *Twitter copy:*

Want to see how NASA Expert Educators conduct Kennedy Online Outreach & Learning (KOOL) virtual classroom visits? @NASAChristie is taking over our Instagram account (@KennedySpaceCenter) today to give you a behind-the-scenes look.

### *Reply tweet in thread:*

Head over to our Instagram at 11 a.m. today to watch the live video stream and join in on the fun!

### *Visual to accompany posts on all platforms:*



**Sept. 18: Share Essay Contest Reminder on Kennedy Space Center's Social Media**

Do you know a fifth-grade girl in a Florida public school who is interested in STEM? Share this infographic with her! Our #ReachForTheMoon essay contest closes in one week, and we do not want any future #WomenInSTEM to miss out on this opportunity.



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IF YOU WERE THE  
FIRST  
FEMALE ASTRONAUT  
FROM  
YOUR GENERATION  
TO GO TO THE  
MOON,  
WHAT WOULD YOU  
SEEK  
TO DISCOVER?

---

Are you a fifth-grade girl in a Florida public school? Answer this question in 200 to 300 words, and be entered to win our Fly With an Astronaut Experience and sign a piece of the spacecraft that will land on the surface of the moon through our Artemis program!

Visit [kennedyspacecenter.com/RFTM](http://kennedyspacecenter.com/RFTM) to submit your Reach for the Moon essay entry by Sept. 25.

P.S. All students who enter will receive a one-time 10% discount on daily admission tickets to Kennedy Space Center.

THE FUTURE IS FEMALE

**Sept. 25: Close Essay Contest, Post Recap on Kennedy Space Center's Social Media**

Visual to post on Kennedy Space Center's Facebook, Instagram and Twitter accounts (no copy attached):



**Oct. 11: Tease Essay Contest Winner on Kennedy Space Center's Social Media**

*Facebook, Instagram and Twitter copy:*

Just one more day before we announce the winner of our #ReachForTheMoon essay contest. Check back here on Monday, Oct. 12, at 5 p.m., to find out who it is! Hint: she's a fifth-grade girl from a Florida public school. (Insert winking emoji).

*Visual to accompany posts on all platforms:*



**Oct. 12: Announce Essay Contest Winner on Kennedy Space Center's Social Media**

*Facebook copy:*

It was not easy to choose just one winner for our Reach for the Moon essay contest. All of the students' essays touched our hearts here at Kennedy Space Center, and we are excited about their deep passion for lunar exploration.

After receiving more than 30,000 incredible essay entries, we are pleased to announce that fifth grader Lillian Sawyer, from Sunset Hills Elementary School in Tarpon Springs, Florida, is our winner! Lillian's parents and teacher have been notified by email.

We are thrilled that so many young girls dream of becoming bright and fearless leaders in STEM, and we know they will continue to #ReachForTheMoon. Lillian, we can't wait to meet you!

*Instagram copy:*

After receiving more than 30,000 incredible essay entries, we are pleased to announce that fifth grader Lillian Sawyer, from Sunset Hills Elementary School in Tarpon Springs, Florida, is the winner of our #ReachForTheMoon essay contest! Lillian's parents and teacher have been notified by email. We can't wait to meet her!

*Twitter copy:*

We are pleased to announce that fifth grader Lillian Sawyer, from Sunset Hills Elementary School in Tarpon Springs, Florida, is the winner of our #ReachForTheMoon essay contest. Lillian, we can't wait to meet you!

*Visual to accompany posts on all platforms:*



**Oct. 24: Share About the Essay Contest Winner's Experience on Kennedy Space Center's Social Media**

*Facebook copy:*

Meet Lillian Sawyer, the winning author of our #ReachForTheMoon essay contest. Today, she gets to redeem her Fly With An Astronaut Experience at Kennedy Space Center and sign a piece of the spacecraft that will land on the moon by 2024. Check our story throughout the day to see what Lillian is up to and to watch her sign her name!

Photo courtesy of Maggie Sawyer.

*Instagram copy:*

Meet Lillian Sawyer, the winning author of our #ReachForTheMoon essay contest. Today, she gets to redeem her Fly With An Astronaut Experience at Kennedy Space Center and sign a piece of the spacecraft that will land on the moon by 2024. Check our story throughout the day to see what Lillian is up to and to watch her sign her name!

Photo courtesy of Maggie Sawyer.

*Twitter copy:*

Lillian Sawyer is the winning author of our #ReachForTheMoon essay contest. Today, she is coming to Kennedy Space Center to redeem her Fly With An Astronaut Experience and sign a piece of the spacecraft that will land on the moon by 2024! Photo courtesy of Maggie Sawyer.

*Visual to accompany posts on all platforms:*



**Oct. 26: Pitch a Story Idea to Editors at Larger Publications (The New Times, The Washington Post, USA Today)**

Good afternoon, (insert editor's name):

My name is Hortense Diggs, and I am the director of Kennedy Space Center's (KSC) Office of Communication and Public Engagement. I provided a few quotes to one of your journalists, Shane Livingston, back in August, and I was glad to help. The [article](#) turned out beautifully.

I am reaching out to you because on Saturday, Oct. 24, KSC concluded its [Reach for the Moon](#) campaign—to connect fifth-grade girls in Florida public schools to the dynamic world of STEM—by hosting the Reach for the Moon essay contest winner at our visitor complex. The winner, 11-year-old Lillian Sawyer from Tarpon Springs, Florida, came out to spend the day with an astronaut and to sign a piece of the spacecraft that will land on the moon through our [Artemis](#) mission in 2024.

Surprisingly, Lillian was the only girl from her school to enter the contest. I was deeply touched by the young girl's passion for lunar exploration and her reflections on what it feels like to be the only girl in her class who is highly interested in STEM topics and working at NASA one day.

If you are interested, I think Lillian would be the perfect subject for a feature article on STEM/STEAM Day, which is approaching Nov. 8.

Our photographers took fantastic photos of Lillian's experience, and Lillian's mother has given permission for Lillian to be interviewed, should you wish to get a few words from her via a short phone interview. Additionally, I have attached a short video with highlights from Lillian's day at KSC as well as her winning essay.

Thank you so much for your time. Please let me know if you are interested in the story. I would be happy to connect you with additional resources.

Best regards,

Hortense B. Diggs | Director, Office of Communication and Public Engagement  
NASA Kennedy Space Center  
[hdiggs@nasa.gov](mailto:hdiggs@nasa.gov) | 321-123-4567