



Contact Information:
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Announcement of Team Members for Unidentified Aerial Phenomena Study

Speaker: Daniel Evans, Assistant Deputy Associate Administrator for Research

Date of Announcement: October 21, 2022 at 1 p.m.

Location: Kennedy Conference Room at NASA Headquarters in Washington, D. C.

Objective: To hold a press conference with the purpose of informing NASA employees and national press of the team members for the Unidentified Aerial Phenomena Study

Attendees:

- NASA employees in the Aeronautics Research, Exploration Systems Development and Space Technology departments in the D.C. location
- Journalists from national press outlets
- Select representatives from blogs, podcasts and web series with a space focus
- NASA leadership
- Team members and their families

Talking Points:

- Main objective of the study
- Timeline of the study
- Selection process for the team members
- Introduction of the team members
- Give a glimpse of what the first few weeks will look like on the team

Day Of Timeline:

- 11:00 am. - Set up conference room (include media packages on chairs)
- 11:30 a.m. - Speaker arrives, walk through layout of room, sound check and run through speech
- 12:00 p.m. - Team members and their families arrive for reception in foyer of Kennedy Conference Room
- 12:30 p.m. - Begin seating attendees in the conference room
- 12:45 p.m. - Check that team members, leadership and speaker are in places for the press conference to begin
- 1:00 p.m. - Introduction by Caroline
- 1:10 p.m. - Daniel Evans speaks on the purpose and members of the team
- 1:35 p.m. - Caroline comes back up to wrap up and set up how the photo opportunities
- 2:15 p.m. - Begin to escort team members and families, speaker and leadership out of conference room

- 2:25 p.m. - Begin to dismiss reporters
- 2:45 p.m. - Coordinate the teardown with the facilities committee

Speaker Promotion Plan:

Before Speech:

- 3 months: Team members selection made, begin to coordinate the availability of all appropriate parties within the organization
- 2 months: Begin social media campaign to garner public interest in the team
- 1 month: Send out press release and invitations to those invited, announce date of press conference
- 1 week: Weekly posts teasing who the team members are
- Day of: Post link to livestream of the press conference on all social media platforms

During Speech:

- Livestream on Instagram and Facebook
- Live tweet with quotes from the speech
- Post team member bios as they are announced

After Speech:

- Transcript sent to journalists
- Give access to all photos from the photo opportunities
- Plan for each team member to record a small snippet explaining why they're excited to join the team