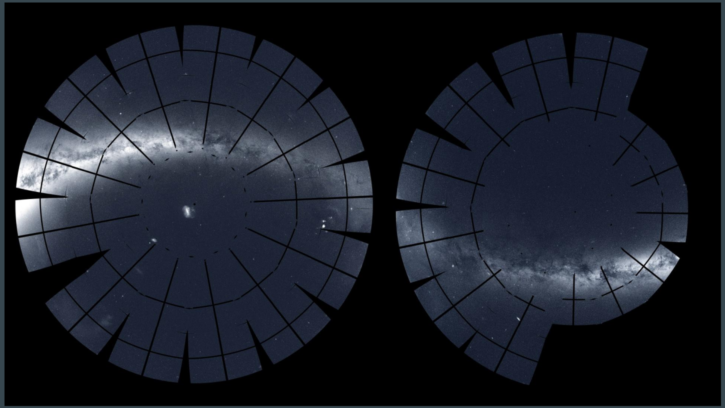
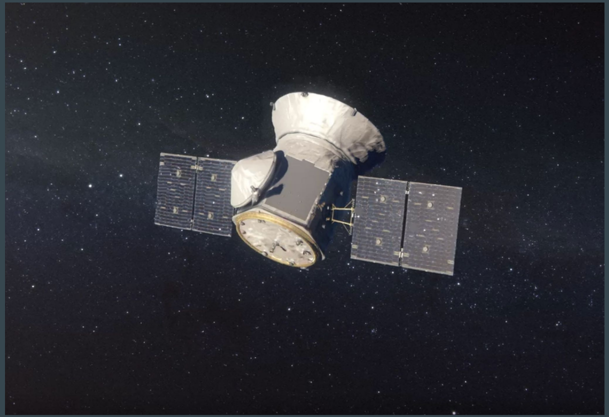
NASA TESS Communications

A how-to guide for getting NASA coverage for your result





Meet the team

Amber Straughn, Associate Director for Communications, Goddard Astrophysics

Barb Mattson, Communications Scientist & Goddard AstroComms team lead

Claire Andreoli, Communications Manager for Astrophysics (that's me!)

Frank Reddy, Senior Science Writer

Jeanette Kazmierczak, Science Writer

Sara Mitchell, @NASAUniverse lead

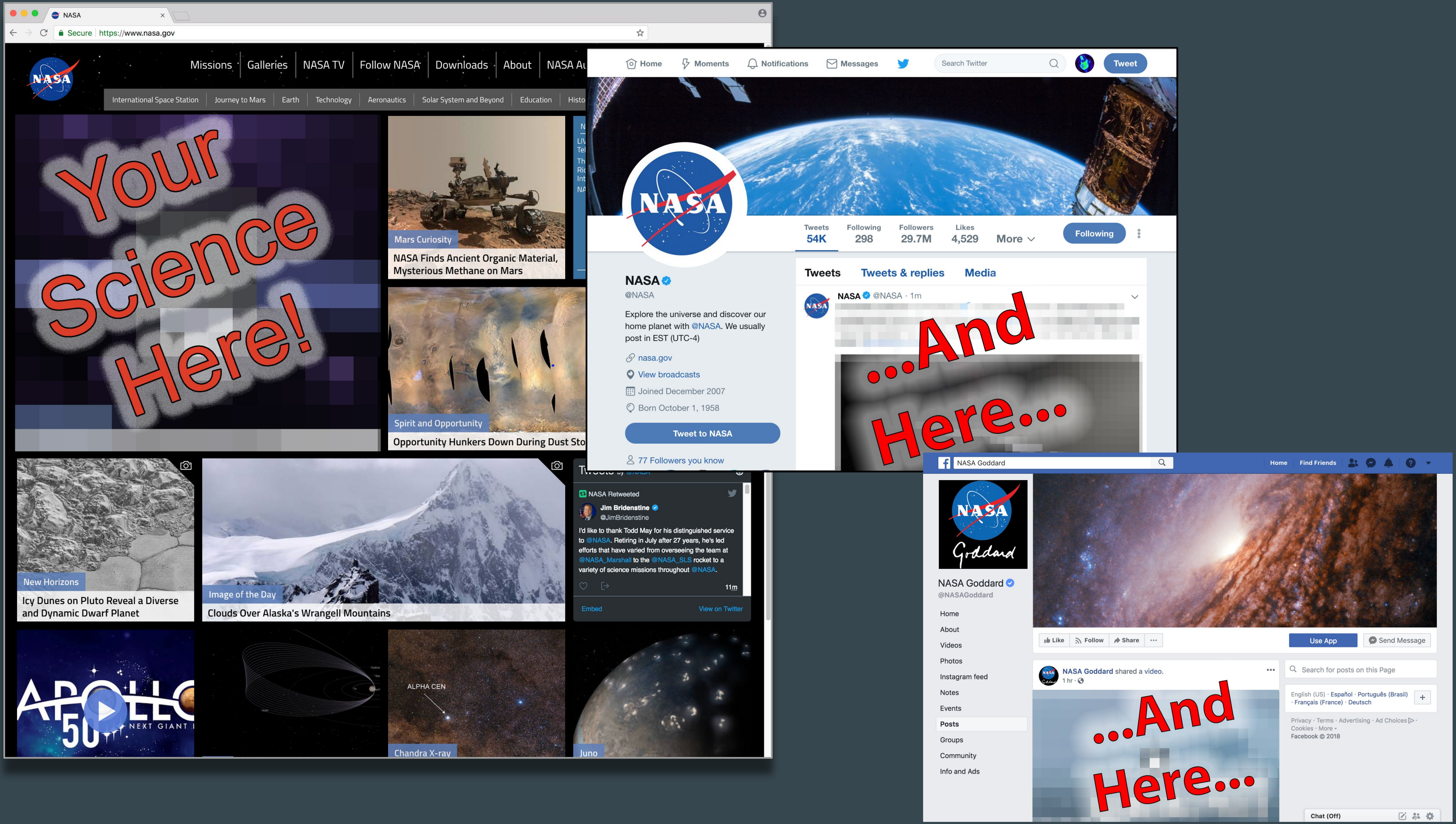
Kelly Ramos, @NASAUniverse

Scott Wiessinger, video producer

Sophia Roberts, video producer

Adriana Manrique, animator

Elizabeth Apala, outreach lead



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Icy Dunes on Pluto Reveal a Diverse and Dynamic Dwarf Planet
Image of the Day
Clouds Over Alaska's Wrangell Mountains
NASA Retweeted
Jim Bridenstine
@JimBridenstine
I'd like to thank Todd May for his distinguished service to @NASA. Retiring in July after 27 years, he's led efforts that have varied from overseeing the team at @NASA_Marshall to the @NASA_SLS rocket to a variety of science missions throughout @NASA.
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Born October 1, 1958
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...And Here...
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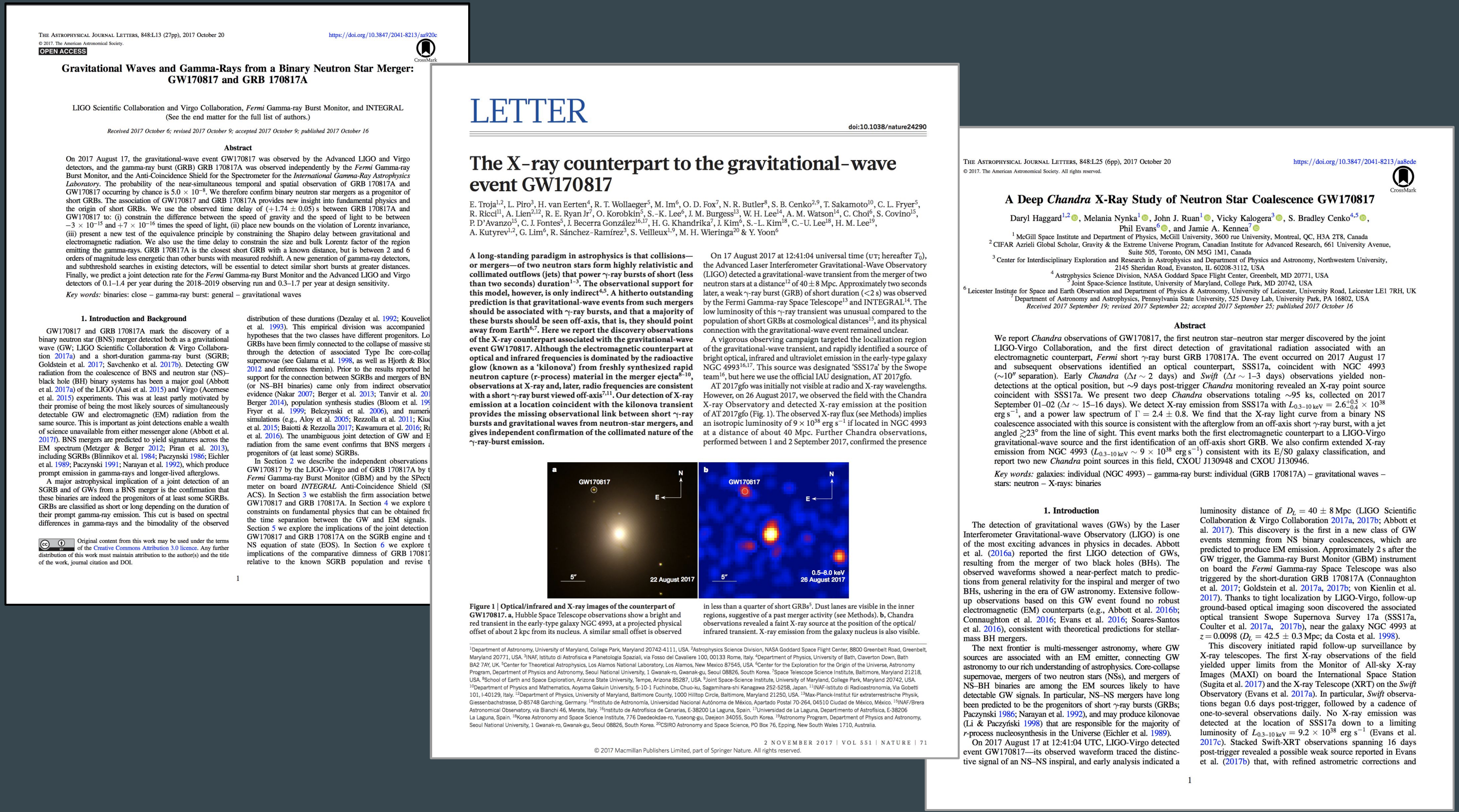
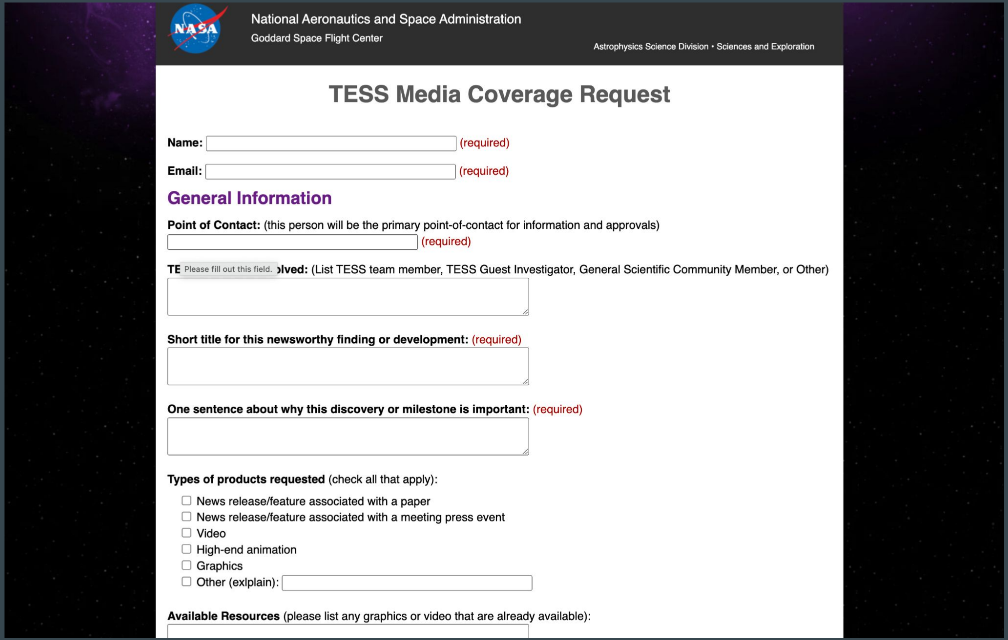
It all starts with a new discovery …



Tell your comms team

- ✘ Our team asks for media requests from folks *when they submit the paper to the journal*
- ✘ TESS media request form link: https://asd.gsfc.nasa.gov/media_req_tess/
- ✘ Please talk to us BEFORE you post a paper on arXiv!


National Aeronautics and Space Administration
Goddard Space Flight Center
Astrophysics Science Division • Sciences and Exploration

TESS Media Coverage Request

Name: (required)

Email: (required)

General Information

Point of Contact: (this person will be the primary point-of-contact for information and approvals)
(required)

TE Please fill out this field. **olved:** (List TESS team member, TESS Guest Investigator, General Scientific Community Member, or Other)

Short title for this newsworthy finding or development: (required)

One sentence about why this discovery or milestone is important: (required)

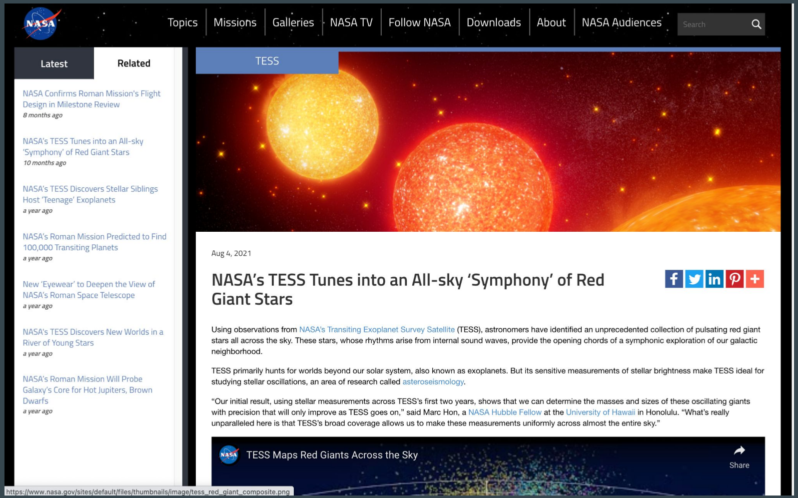
Types of products requested (check all that apply):

- ☐ News release/feature associated with a paper
- ☐ News release/feature associated with a meeting press event
- ☐ Video
- ☐ High-end animation
- ☐ Graphics
- ☐ Other (exlplain):

Available Resources (please list any graphics or video that are already available):

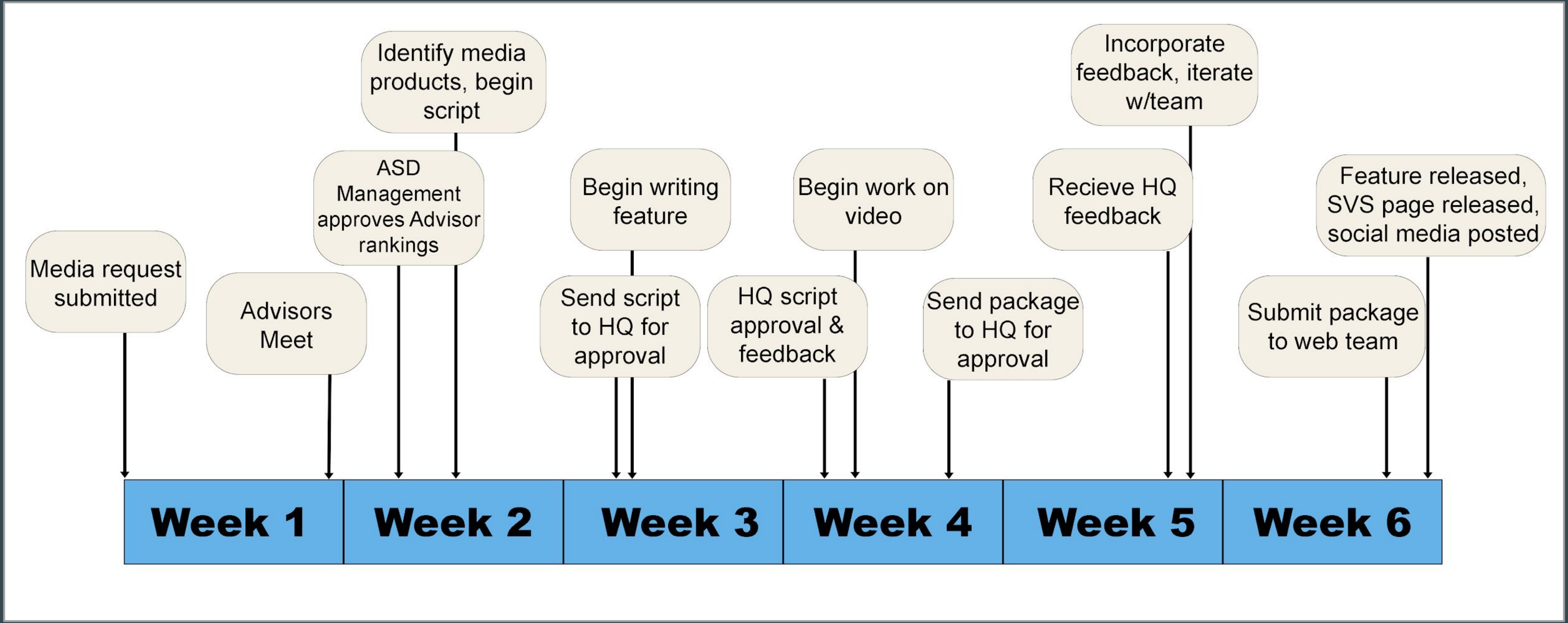
Media request is accepted, now what?

- We'll work up a news feature (typically) or press release (for Very High Profile results)
- We'll also work on multimedia products - videos and/or still images to explain the finding
- Lead time: 4-10+ weeks
- 6 weeks minimum for graphic or video support

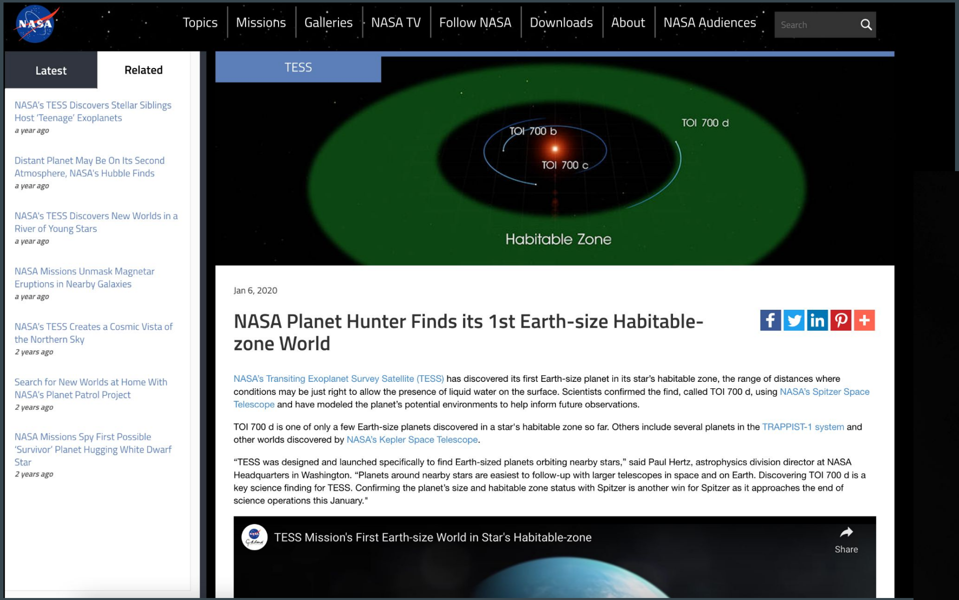


What does the schedule look like?

Minimum timeline - assuming everything is in place, and everyone responds in a timely fashion



Example: TESS Detects its First Earth-Size Planet in HZ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TESS

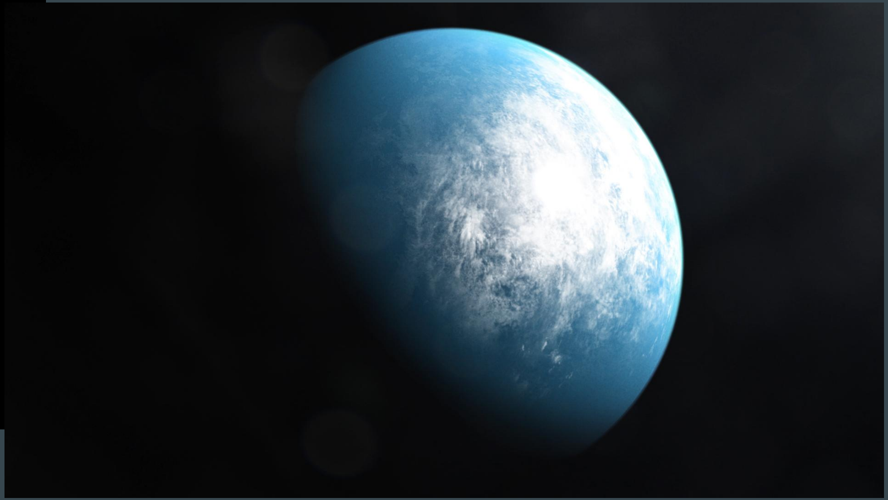
Jan 6, 2020

NASA Planet Hunter Finds its 1st Earth-size Habitable-zone World

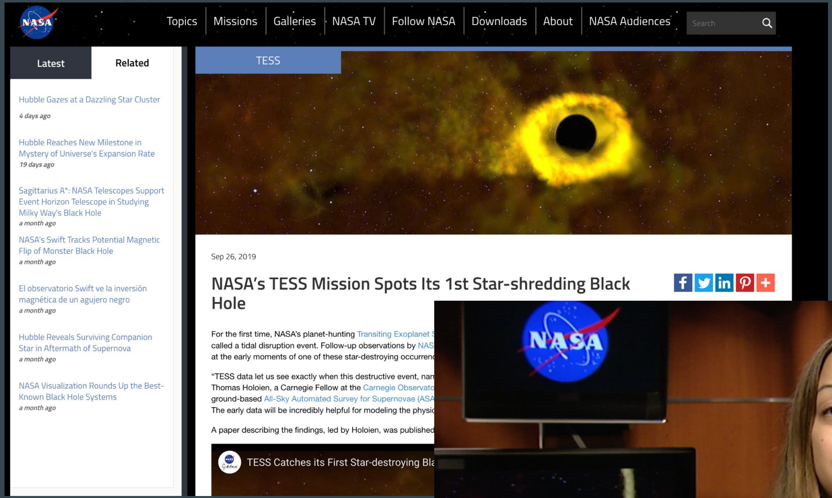
NASA's Transiting Exoplanet Survey Satellite (TESS) has discovered its first Earth-size planet in its star's habitable zone, the range of distances where conditions may be just right to allow the presence of liquid water on the surface. Scientists confirmed the find, called TOI 700 d, using NASA's Spitzer Space Telescope and have modeled the planet's potential environments to help inform future observations.

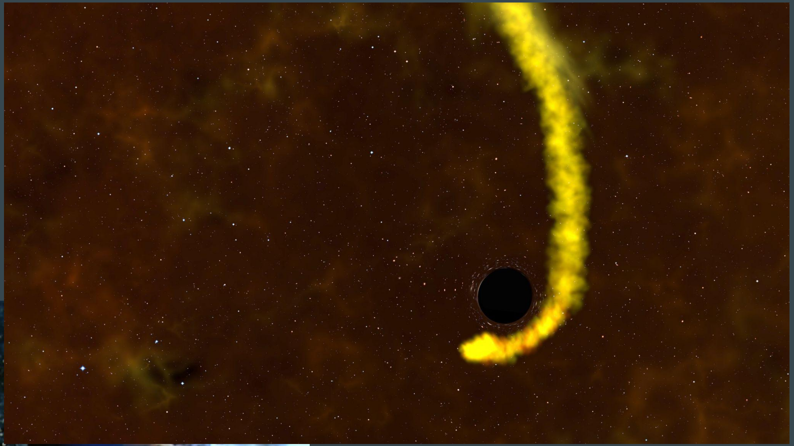
TOI 700 d is one of only a few Earth-size planets discovered in a star's habitable zone so far. Others include several planets in the TRAPPIST-1 system and other worlds discovered by NASA's Kepler Space Telescope.

"TESS was designed and launched specifically to find Earth-sized planets orbiting nearby stars," said Paul Hertz, astrophysics division director at NASA Headquarters in Washington. "Planets around nearby stars are easiest to follow-up with larger telescopes in space and on Earth. Discovering TOI 700 d is a key science finding for TESS. Confirming the planet's size and habitable zone status with Spitzer is another win for Spitzer as it approaches the end of science operations this January."



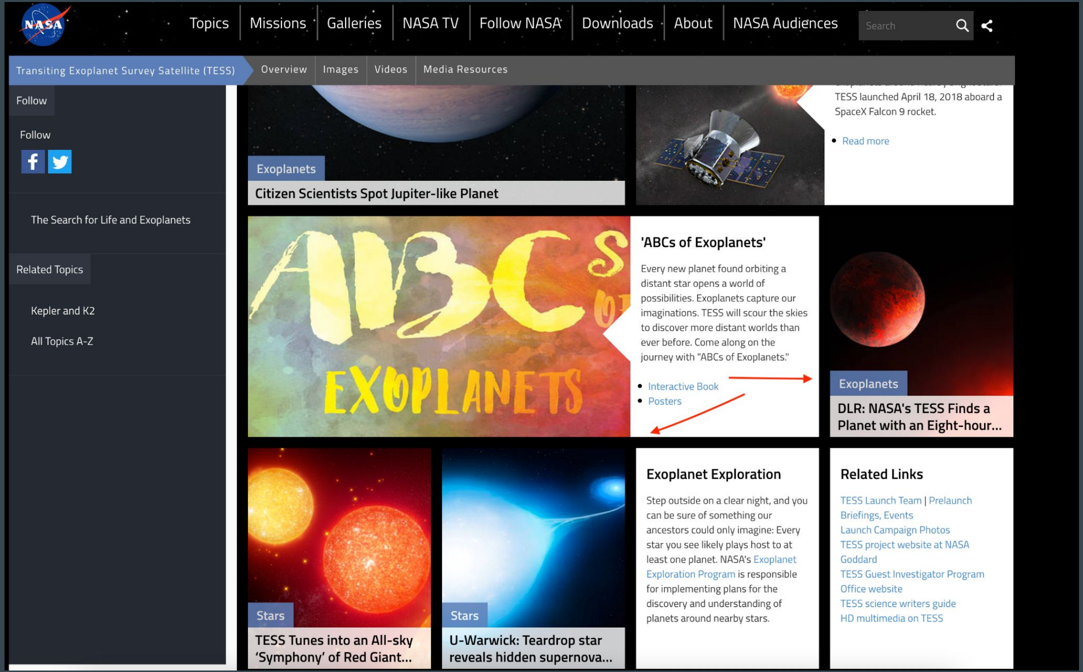
Example: TESS Mission Spots Black Hole Destroying Star



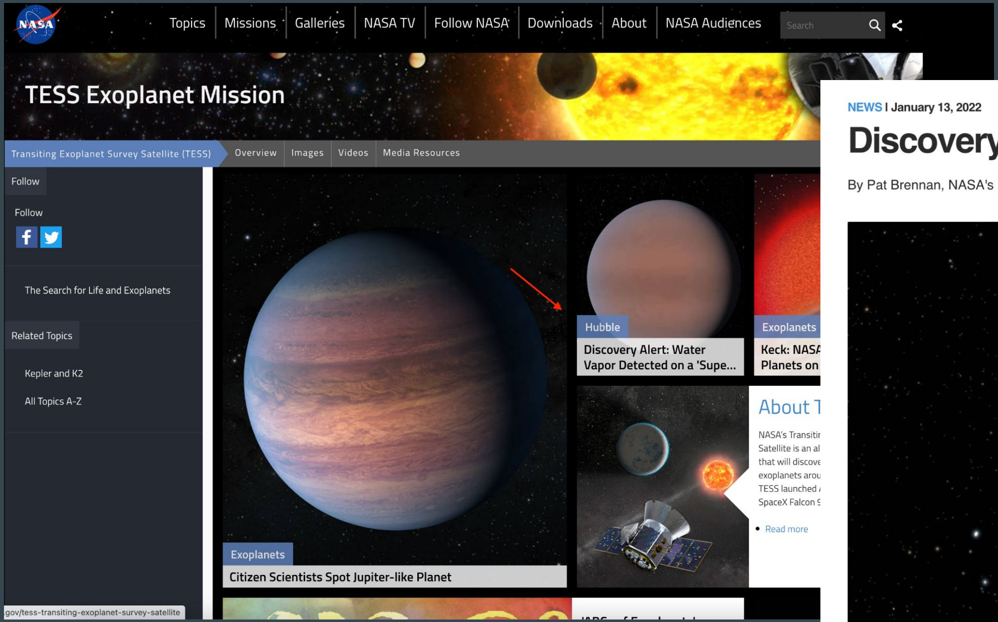


We also promote partner releases

Interesting result but no time to coordinate NASA coverage? We sometimes promote institutional releases from nasa.gov/tess

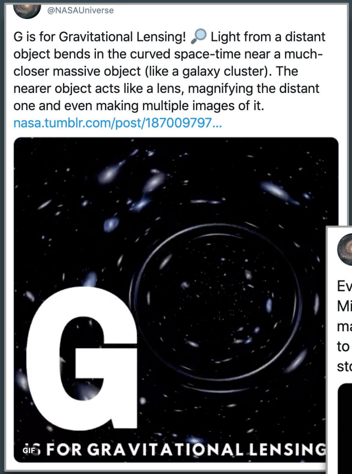


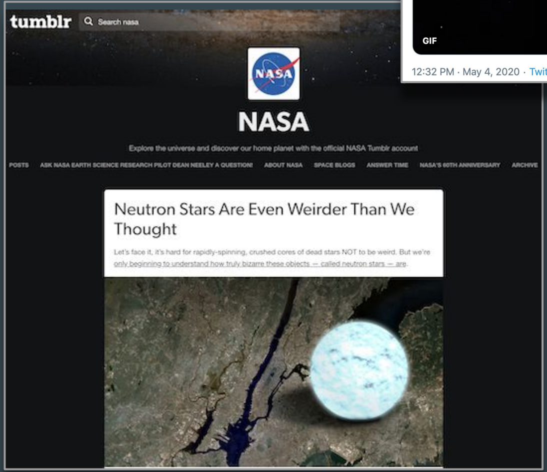
NASA Exoplanets: Discovery Alerts



Social Media Coverage

- ✘ Twitter and Facebook: @NASAUniverse
  - ✗ Highlight news features
  - ✗ Serialized content
  - ✗ Evergreen content
- ✘ Tumblr post on the NASA HQ account
- ✘ Instagram posts on the NASA HQ account
- ✘ We work with partners like @NASAExoplanets to cross-promote and coordinate content





Tips for working with your local comms team

We expect:

- ✘ Tell us early about upcoming results and papers
- ✘ Give timely feedback on draft visuals and text
- ✘ Communicate with your fellow authors
- ✘ Keep us apprised of the publication status and timelines

Tips for working with the NASA TESS comms team

We offer:

- ✘ Write a feature or release; shepherding through institution processes
- ✘ Create visuals to accompany the release
- ✘ Provide every opportunity to ensure science is correct and fairly represented
- ✘ Support the feature with social media

Questions?