

# Communications update



HEALTH &  
AIR QUALITY



EARTH SCIENCE  
APPLIED SCIENCES

# Meet the Team



**Aries Keck**

Communications Lead



**Lia Poteet**

Communications Specialist



**McRae Lenahan**

Communications  
Project Manager

## AGENDA

- Introduction
- Types of Storytelling
- What we need from you:
  - Projects as they approach completion
  - Heads up on upcoming journals, papers
  - Photos, Faces, Feelings
- Questions?

## HOW DO I KNOW WHEN MY PROJECT IS A STORY?

- 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 this something I'd share catching up with a neighbor or friend?
- Is there a certain key event upcoming?
- Is it new?
- Is it unique?
- Is it noteworthy?
- Does it showcase 'x' for value or benefit to society?
- Does it highlight a partnership?

## 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. + + +

## IMPACT STORIES

# Applied Sciences Site

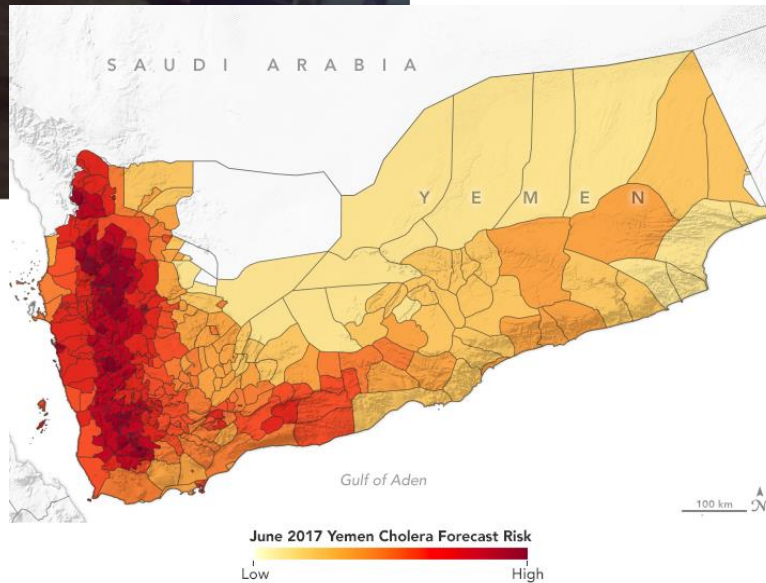


STORY

## A New Era of Combating Disease Made Possible with Earth Observations

PROGRAM AREA: [HEALTH & AIR QUALITY](#)

[HOME](#) / [OUR IMPACT](#) / [STORY](#)



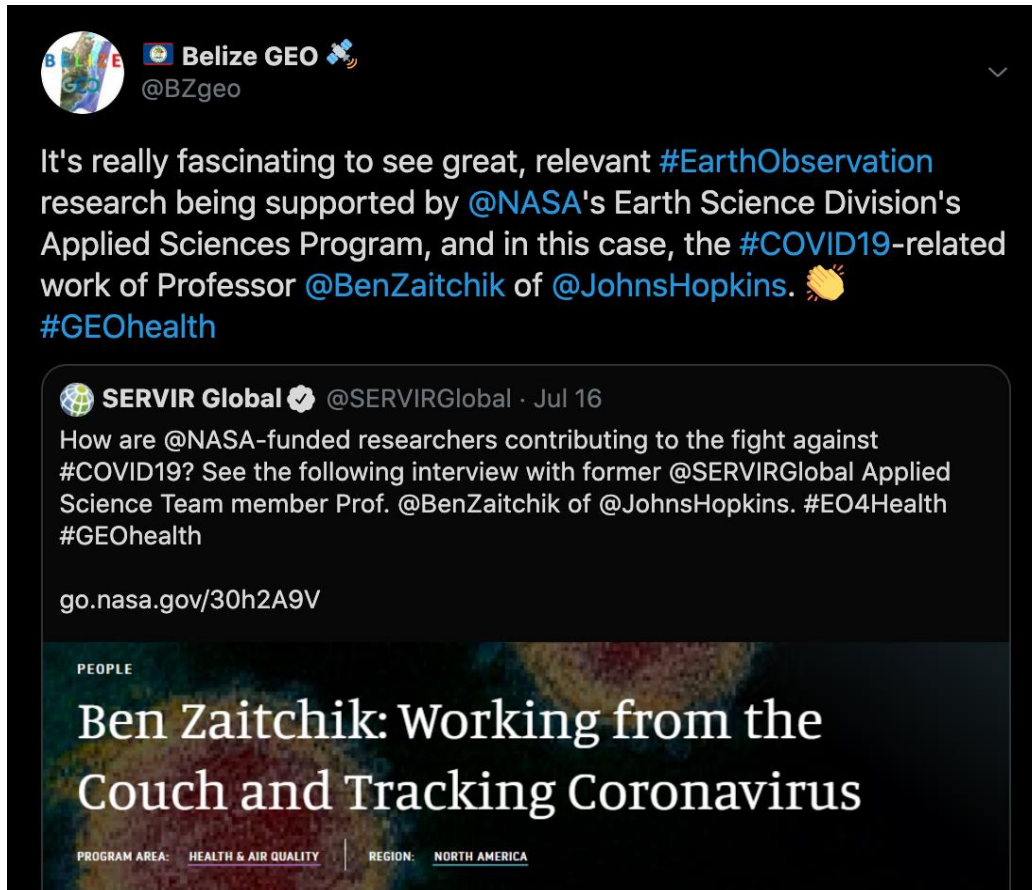
## Three "Impact" Categories:


- Stories
- People
- News




## PEOPLE BEHIND THE SCIENCE

# Ben Zaitchik: Working from the Couch and Tracking Coronavirus



 **Belize GEO** @BZgeo

It's really fascinating to see great, relevant [#EarthObservation](#) research being supported by [@NASA](#)'s Earth Science Division's Applied Sciences Program, and in this case, the [#COVID19](#)-related work of Professor [@BenZaitchik](#) of [@JohnsHopkins](#). 🙌  
[#GEOhealth](#)

 **SERVIR Global** @SERVIRGlobal · Jul 16

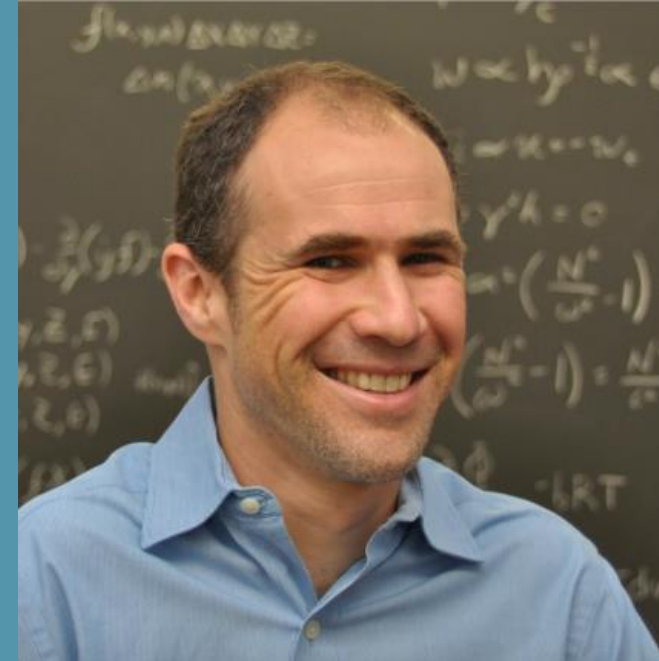
How are [@NASA](#)-funded researchers contributing to the fight against [#COVID19](#)? See the following interview with former [@SERVIRGlobal](#) Applied Science Team member Prof. [@BenZaitchik](#) of [@JohnsHopkins](#). [#EO4Health](#) [#GEOhealth](#)

[go.nasa.gov/30h2A9V](https://go.nasa.gov/30h2A9V)

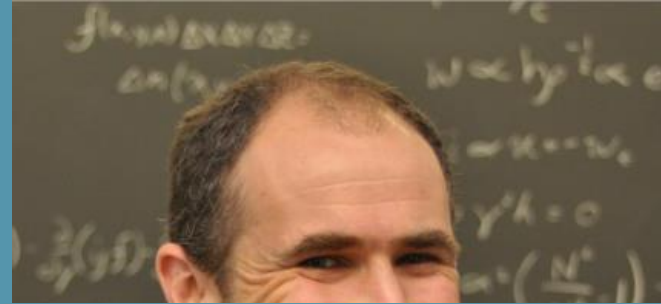
PEOPLE

### Ben Zaitchik: Working from the Couch and Tracking Coronavirus

PROGRAM AREA: [HEALTH & AIR QUALITY](#) | REGION: [NORTH AMERICA](#)



## Ben Zaitchik: Working from the Couch and Tracking Coronavirus



to access the data, but what that data means. It's been a lot of fun for me to get to learn all about the health side of...

*[In the middle of this answer Zaitchik is interrupted by his 6-year-old.]*

Sorry about that, there was an issue logging into virtual school.

## Outlets can take many forms



Does your organization have social media?

Does your university have a newsletter?



## IMPACT STORIES

# What we need from you: Faces, Photos, Feelings



- Take notes on the way
- Snap pictures of the places you visit...
- ... and of you and your team at work!



## IMPACT STORIES

# What we need from you: Faces, Photos, Feelings



- Take notes on the way
- Snap pictures of the places you visit...
- ... and you and your team at work!



## IMPACT STORIES



NASA TV Search

Earth



July 17, 2020

### NASA Helps Puerto Rico Prepare for Saharan Dust Impacts

Puerto Rico now has an air quality warning system that provides three days of advance notice about potentially harmful dust that travels across the Atlantic Ocean from the Sahara Desert.

MORE STORIES

f t in p +

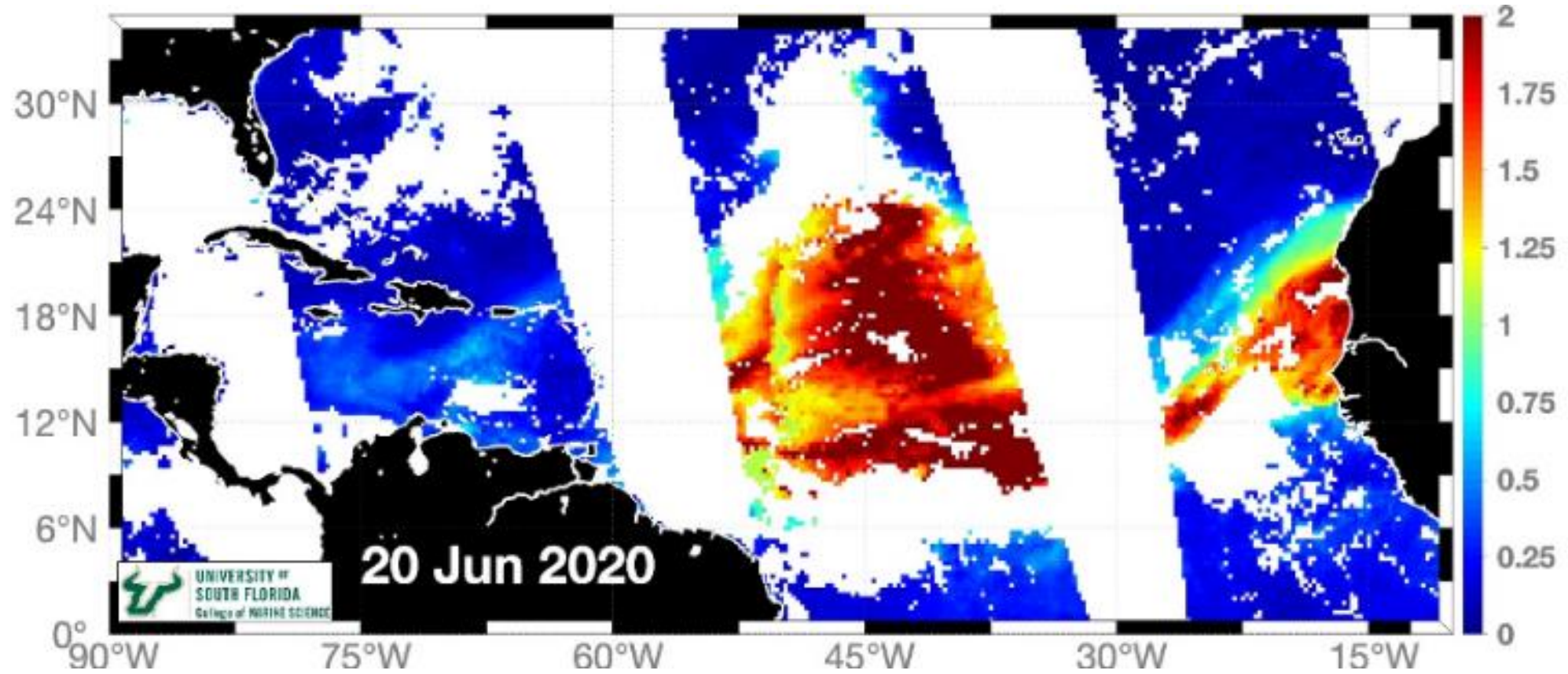


Like Comment Share 205 · 109 Comments



PEOPLE BEHIND THE SCIENCE

Satellite images are great...



PEOPLE BEHIND THE SCIENCE

Satellite images are great... but pictures of the impact more immediately tell the story to our audiences.





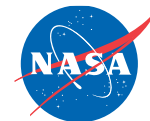
# Questions?

## Contact Us:

- Aries Keck
  - [Aries.keck@nasa.gov](mailto:Aries.keck@nasa.gov)
  - 202-604-2356
- Lia Poteet
  - [Lia.n.poteet@nasa.gov](mailto:Lia.n.poteet@nasa.gov)
  - 704-756-3296
- Read more!
  - [appliedsciences.nasa.gov](http://appliedsciences.nasa.gov)

**Thank you!**

[appliedsciences.nasa.gov](https://appliedsciences.nasa.gov)



**EARTH SCIENCE  
APPLIED SCIENCES**