



# FAQ on a NASA Communications Internship

Communication/Public Relations Exit Presentation  
Spring 2019

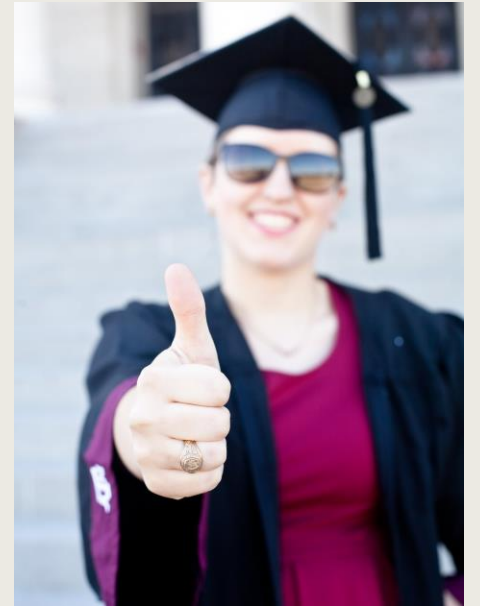
Andrea Lloyd

[@LearnLoudly](https://www.instagram.com/learnloudly)






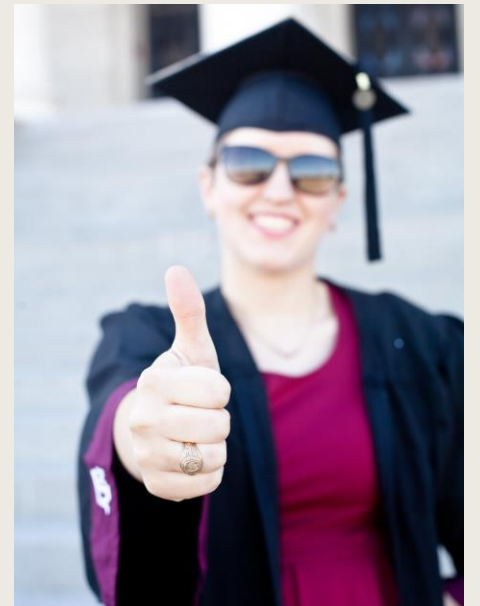
# FAQ Session Overview

- Who are you?
  - Why are you here?
- Wait... but that's not Science ... right?
- What did you do for your internship?
  - What was your Project?
  - How did you contribute to the Project?
- What did you learn from the Project?
  - What was your favorite part?
- How did I contribute to the Project?
- Where are you going from here?
- Additional Questions



# Who Am I?

-  Telecommunications Media Studies B.S.  
Graduate from Texas A&M University (Fall 2018)
-  Advertising M.A.  
from University of Texas—Austin (Spring 2021)
-  Interested in:
  - STEM Communication
  - Public Relations
  - Science & Media Literacy



# Why am I here?



## Prior to 2017

- “Wrote” a book about space (2005)
- 🎓 Manvel High School (2015)
- Switched majors to COMMs, BS
- 😞 “Gave up” on science dream (2016)



## 2017

- Communications Baseball Internship
- 🗣️ Began Communication Internship and Volunteering with **The Urban Interface**
- 🗣️ Presentation from Josh Byerly, NASA Johnson PAO 2007 - 2014

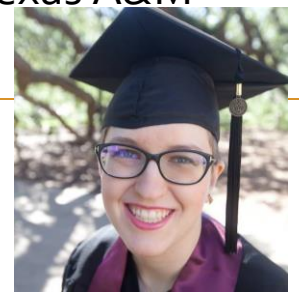
## Spring 2018

- 📖 Hidden Figures and The Martian
- NASA Public Relations Case Study
- 🧑🚀 Texas A&M Professor and Former Astronaut **Bonnie J. Dunbar**



## Fall 2018

- 🚀 Joined **Texas A&M Sounding Rocketry Team**
- Applied to NASA internships on a whim
- 🎓 Graduated from Texas A&M



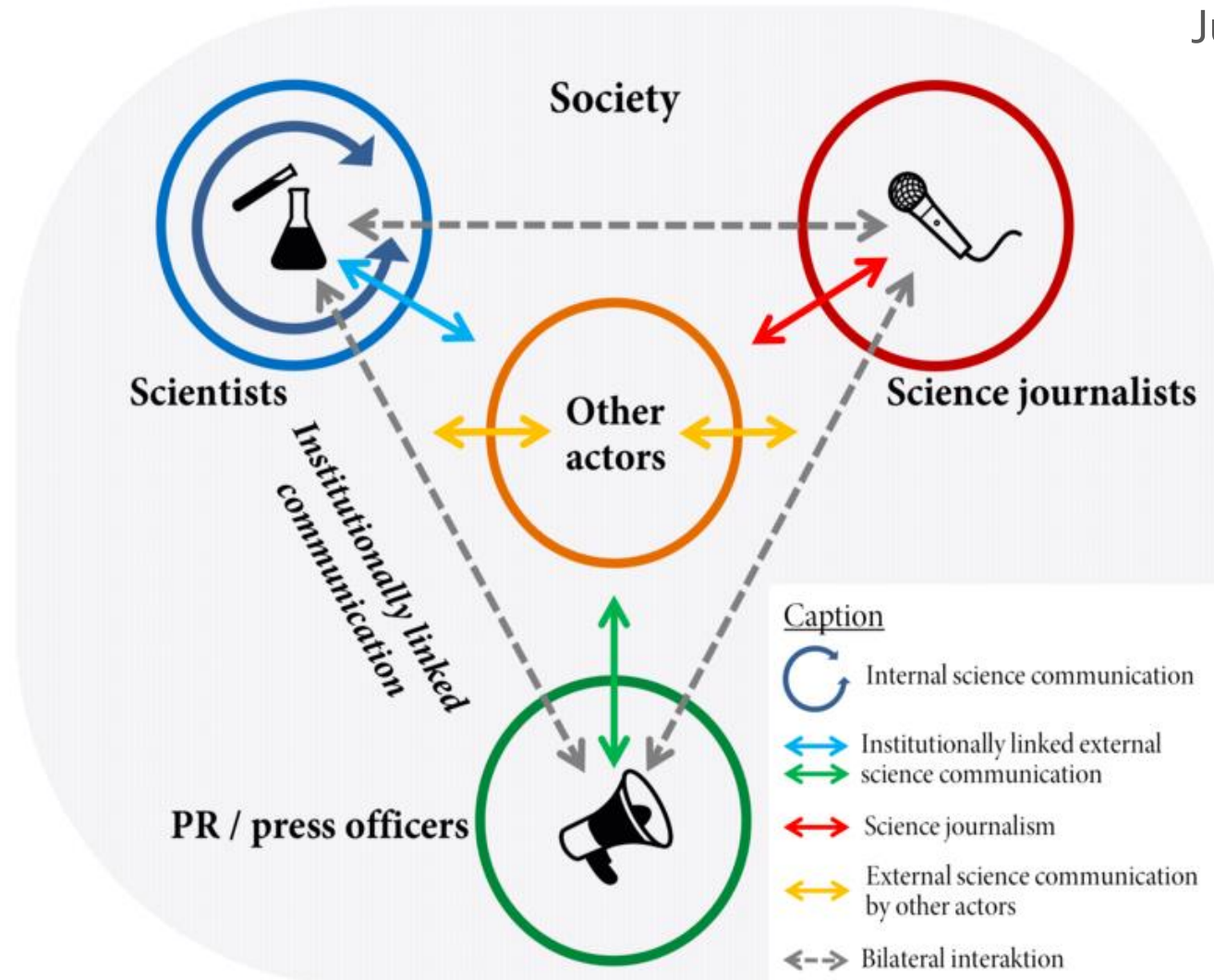


Wait...

NASA goes  
beyond  
Science?

“Because **without public relations** and good presentations of these programs to the public, we would have been **unable to do it.**”

– Wernher Von Braun 🚀  
July 19, 1969



[Small Model, Big Science: Testing a 6-inch Orion Heat Shield Model at Mach 6](#)

•405 Views



[Space Launch System Ascent Testing Advances Understanding of Cargo Configuration](#)

•6,623 Views

[NASA Langley Interns Solve Engineering Challenges Using AR, VR](#)

•News at LaRC piece



[Cirrius-ly Cool Science at NASA Langley](#)

•294 Views



[Dipping into the Martian Atmosphere](#)

•382 Views



[Langley Interns Win Spring Photo Challenge](#)

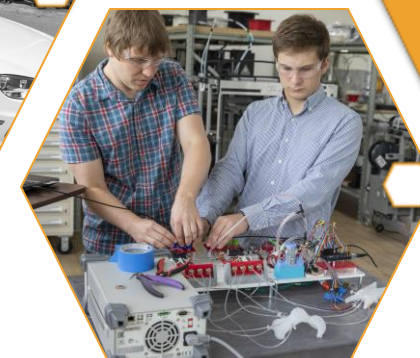
[Langley Interns Virtually Connect With NASA Leaders on Future of Space](#)



[Beyond the Metal: Soft Robotics](#)

Articles  
Written

Metrics as of April  
14, 2019





# Support Public Affairs' Office for the Apollo 50<sup>th</sup> Anniversary Celebrations

What did I do for my internship project?





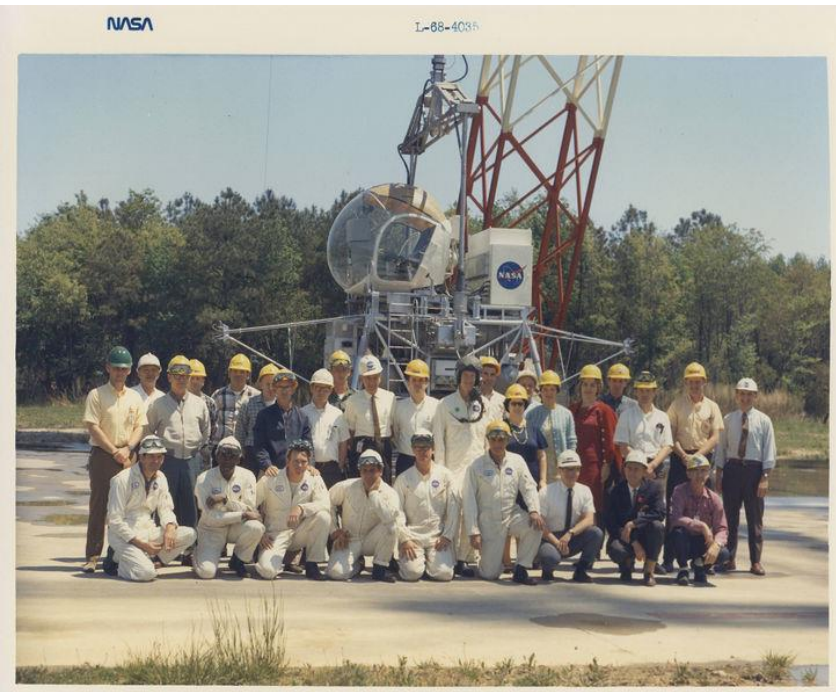
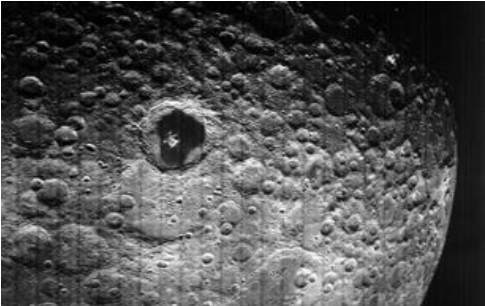
# The First Step: Langley's Contributions to the Apollo Program



Pictured is Langley's 250-foot high Lunar Landing Research Facility. Apollo astronauts perfected their piloting and moon walking techniques here with a simulated lunar surface. The site was named a National Historic Landmark for its contributions to manned space flight programs.

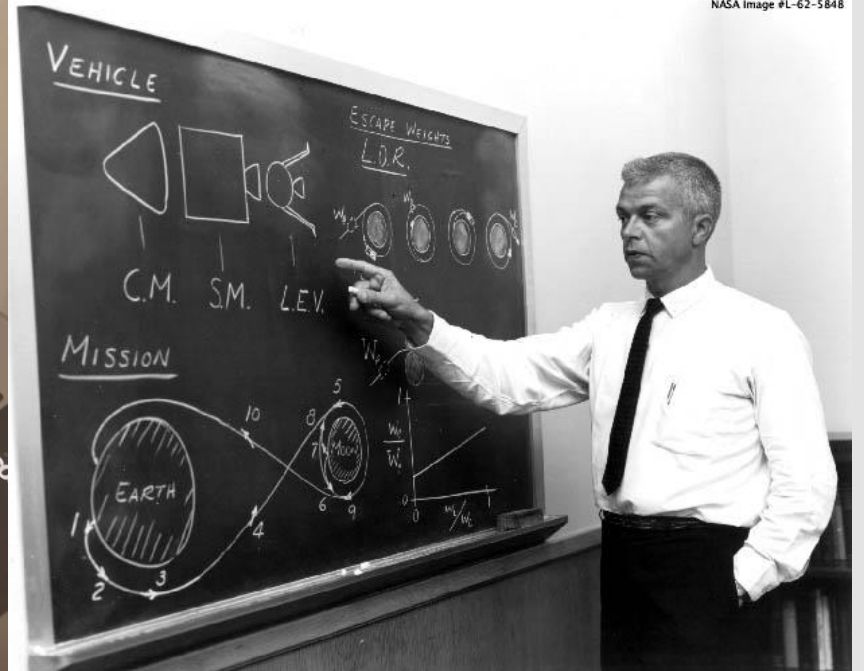


# Social Media Plan



# Video Scripts

1. Langley's Contributions to the Apollo Program
2. John C. Houbolt's Lunar Orbit Rendezvous Concept



“Do you want to go to the Moon or not?”  
– John C. Houbolt



# “NASA Langley: The First Step” Speaking Resources

Created a PowerPoint and talking points For speakers presenting on Apollo-Era Langley during the summer

## The First Step

NASA Langley Research Center's  
Contributions to the Apollo Program



Updated 8/15/2018




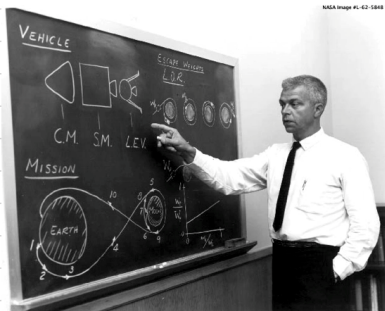

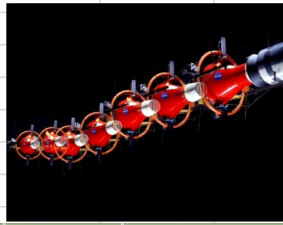
# Community and Media Packet

Includes 29 fact sheets, 281 photos, 93 videos, 38 gifs, 16 documents, 21 exhibits, and other information

Community and media partners applauded the excel sheet at the community meeting

Trained the News Team to demonstrate how I created the packet and how it can be done in the future

The screenshot shows an Excel spreadsheet with the following content:

- Row 1:** Welcome to NASA's Langley Research Center Media Kit and Community Resource Packet for the Apollo 50th anniversary
- Row 2:** Hot Links: [How to Use This Document](#), [Table of Contents](#), [Summary of Community Events](#), [Social Media & Website](#). Last Updated: 4/1/19
- Row 4:** NASA's Langley Research Center is celebrating the 50th anniversary of the Apollo Lunar Landing, which occurred July 20, 1969. 
- Row 6:** Langley played a key role in the Apollo Program. Established in 1917, Langley became the first U.S. national laboratory devoted to the advancement of the science of flight. In 1958 with the creation of NASA, Langley provided the foundation of the new U.S. Space Program, including the original Space Task Group and Project Mercury.
- Row 10:** During the Apollo-era of the 1960s, Langley was crucial to the lunar landing training and research, among other scientific tests.
- Row 15:** Langley research engineer **John C. Houbolt** and his team developed the **Lunar Orbit Rendezvous (LOR)** concept, which was determined as the most feasible way to meet President John F. Kennedy's challenge to reach the moon by the end of the decade.  [More about Houbolt & LOR in May](#)
- Row 24:** Gemini and Apollo astronauts routinely trained at the **Lunar Landing Research Facility** (now known as the Landing and Impact Research Facility), pictured left, and the **Rendezvous Docking Simulator**, pictured right, in preparation for their historic lunar landings.  

The spreadsheet interface includes a ribbon with tabs for Home, Insert, Page Layout, Formulas, Data, Review, and View. The status bar at the bottom shows 'Ready' and a navigation menu with items like Start Here, Fact Sheets, Photos, Videos, Gifs, Documents, Exhibits, Events, Products, Event Planning, Other, and Contact.

What did I learn?



 Working with a team of communicators



 Applied science communication skills learned in the classroom

 Increased confidence in skills and knowledge as an expert in my field



# How did I contribute to NASA Langley?

## News Team

Apollo 50th anniversary

Excel spreadsheets for PR uses

Images Features and Articles

## Internal Communications and Public Outreach

Factsheets

Art Contest

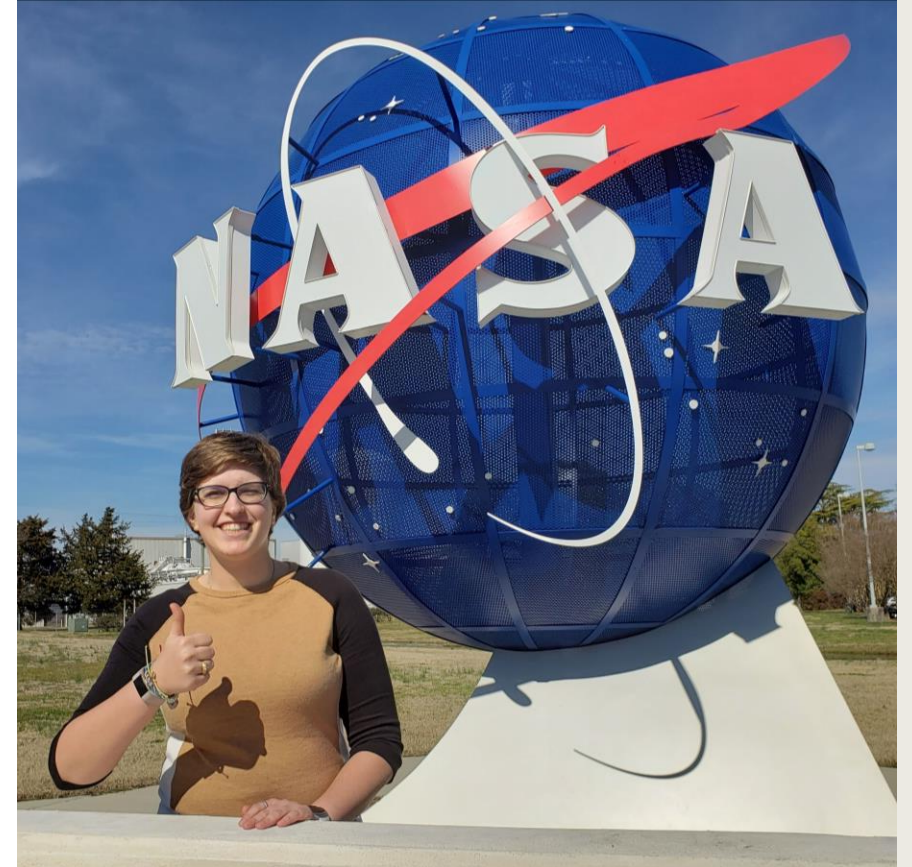
Patent Laser Printing


















Where do I go  
from here?

-  Summer Internship with NASA Langley
  - Continuing to help with the Apollo 50<sup>th</sup> anniversary
-  Advertising M.A. at the University of Texas in Austin beginning Fall 2019



## Acknowledgements

-  Rob Wyman
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-  Eric Gillard
-  Dave Bowman
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-  Gary Bazinger
-  Kristina Cors
-  Dustin Hitt
-  Sam McDonald
-  Rachel Lomax



# Additional Questions

