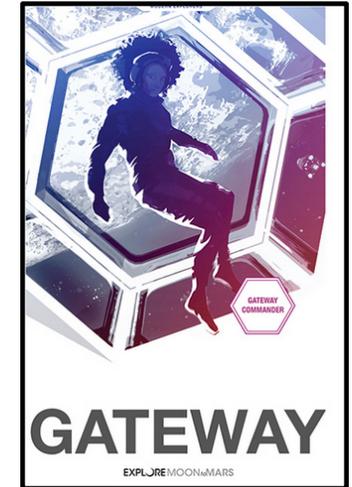


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CELEBRATE WITH STEM FORWARD TO THE MOON

Bev Girtten
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Amelia Chapman
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APOLLO ANNIVERSARY: GET INVOLVED!

Space STEM Log in

- Home
- Get Involved!
- Teach It
- Map: Events/Exhibits
 - Submit Event/Exhibit
- Resources
- NASA Home
- Museum Alliance

Use This Logo!
 The "Apollo 50th" logo is free to use - you can find it, plus other popular images and links to more, in the Images/Audio/Video category of Resources.

<p>GET INVOLVED! Everyone can be part of the celebration.</p>	<p>TEACH IT Make the anniversary a teachable moment.</p>	<p>MAP OF EVENTS AND EXHIBITS Nationwide opportunities to learn about Moon missions - past, present and future!</p>	<p>RESOURCES Explore STEM engagement and education materials for learners of all ages.</p>	



APOLLO ANNIVERSARY: GET INVOLVED!

The screenshot shows the NASA Space STEM website interface. At the top left is the NASA logo and 'Space STEM' text. At the top right is the 'APOLLO 50th NEXT GIANT LEAP' logo and a 'Log in' link. A left-hand navigation menu includes: Home, Get Involved!, Teach It, Map: Events/Exhibits, Submit Event/Exhibit, Resources, NASA Home, and Museum Alliance. The main content area features a large red banner for 'GLOBAL ROCKET LAUNCH' presented by 'U.S. Space & Rocket Center'. Below the banner is a call to action: 'Join in on July 16! Be part of the worldwide celebration of the 50th anniversary of the Apollo 11 launch on July 16 by launching your own rocket!'. A carousel of images shows children celebrating, a rocket launch, a map of the world, and an astronaut on the moon. Below the carousel are four columns: 'GET INVOLVED!' (Everyone can be part of the celebration.), 'TEACH IT' (Make the anniversary a teachable moment.), 'MAP OF EVENTS AND EXHIBITS' (Nationwide opportunities to learn about Moon missions - past, present and future!), and 'RESOURCES' (Explore STEM engagement and education materials for learners of all ages.).



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APOLLO ANNIVERSARY: TOOLKIT

Apollo 50th Event Planning Toolkit

Background

This year marks the 50th anniversary of the first humans landing on the Moon. Now NASA is headed back to the Moon, using it as a proving ground for future human missions to Mars.

Join the nationwide Apollo 50th celebration on Friday, July 19 and Saturday, July 20 by hosting an event in your local community! Connect with a local partner or create your own unique event around this historic moment in space exploration. Invite your local community, constituents, educators and students to take part in this celebration of science and education.

Planning Your Apollo 50th Event

1. Collaborate and Join an Established Event:
 - Connect with a local partner in the [NASA Museum Alliance](#), a program with more than 1,000 U.S. informal education organizations.
 - Check the [Event Map](#) for other Apollo 50th events in your area.
 - Create your own event and choose a location at your local library, museum, school or park!
2. Invite Speakers and Guests:
 - Local Partners – Reach out to universities, [Space Grant Consortium](#) and libraries to share resources the past success of Apollo 11 and NASA's current plan to go back to the Moon and on to Mars.
 - Constituents – Engage the local community members and invite constituents to share memories of Apollo and their dreams and aspirations for the Artemis generation, who will build sustainability on the Moon and go to Mars.
 - Educators/Teachers – Invite science and history teachers from your local schools to discuss the importance of STEM and inspiring the Artemis generation to lead the new era of space exploration and development.
 - Local Schools/ Informal Education – Invite your local school districts or after school groups. Engage with teachers and students regarding the local STEM and educational resources in their district. This is a great time to inspire the next generation and highlight the opportunities within their local area.
 - Amateur Astronomers and Space Enthusiasts – Locate an astronomy club or science club in your area at [Go Astronomy](#), [The Astronomical League](#), and the [NASA Night Sky Network](#).

3. Broadcast the NASA Apollo 50th STEM Show on Discovery Science and host a watch party!
 - Date: Friday, July 19 at 3 to 3:30 pm EDT
 - Streamed live on: NASA TV, Facebook, Twitter/Periscope and YouTube
 - The NASA STEM show will feature three museums and simulations of returning to the Moon with the Artemis generation. The STEM activities and show will inspire the next generation of explorers to dream big, and take charge of the bold way forward to the Moon and on to Mars.
 - Be featured in the Apollo 50th show! NASA will highlight in-person and social media interaction with viewers and crowd members at our many locations. Be sure to share your event on social media with #Apollo50th and tune in to watch!
4. Engage with your Local Media
 - Issue a press release to engage with local media. Utilize the NASA-provided draft press release and modify accordingly to highlight the STEM and space exploration events and activities taking place at your community event.
 - Work with your event partners like the Museum Alliance on their press release and ask them to include your event content.
5. Provide Hands-On Activities
 - Find existing activities and materials at local clubs, schools, and museums.
 - Visit our [Lessons and Activities](#) page for a wide selection of recommended activities online.
6. Provide Hand-Outs
 - Visit our [Printables](#) page for a growing list of Apollo 50th materials (bookmarks, posters, etc.) that you can download and print!
7. Share your Event
 - Register your event on the Space STEM Forum site! Your event will be added to the interactive map and will allow local participants to see what special activities you have planned. Register at: <https://spacestem.nasa.gov/events/submit>
 - Showcase your activities by posting to social media. Tag your posts #Apollo50th.
 - Video, images and social media posts from community events may be featured in the Apollo 50th STEM show!

Links

- [Space STEM Forum](#)
- [Apollo 50th Web Page](#)
- [NASA's Museum Alliance](#)
- [NASA's Space Grant Program](#)
- [NASA Express](#)
- [JPL Teachable Moments](#)

STEM Engagement on Social

- Twitter:
 - <https://twitter.com/nasaedu>
 - https://twitter.com/NASAJPL_Edu/status/1134583089085046784
- Facebook:
 - <https://www.facebook.com/NASA-Students-176813089042984/>
 - <http://bit.ly/2Qz31Ho>
- Instagram: https://www.instagram.com/stories/nasajpl_edu
- "Moon mission design" projects for kids: <https://www.jpl.nasa.gov/edu/learn/tag/search/Apollo>
- #VirtualMoonshot Campaign Lessons
 - [Stomp Rockets](#)
 - [On Target](#)
 - [Touchdown](#)
 - [Roving on the Moon](#)
- Pinterest: <https://www.pinterest.com/nasa/nasa-for-educators/>



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APOLLO ANNIVERSARY: TOOLKIT

July XX, 2019

MEDIA ADVISORY: XXX-XX

NAME Invites Media to Celebrate Historic 50th Anniversary of Apollo Moon Landing

(NAME) will join NASA on Friday, July 19, to celebrate the historic moment when humans first landed on the Moon. Fifty years ago, Apollo 11 changed the world for the better, and we are celebrating this incredible milestone and the continuation of a new era in space exploration with NASA's Artemis program, which will bring the first woman and next man to land and explore the lunar surface by 2024. (NAME) is honored to host (EVENT) and bring the celebration to our community.

Media representatives are invited to join the (NAME) at (LOCATION), (ADDRESS) in (CITY, STATE) to participate in STEM activities/ events for kids, and to watch NASA's Apollo STEM show at 3 p.m. EDT Friday, July 19. The NASA STEM show will feature three museums and simulations of returning to the Moon with the Artemis generation. (NAME OF YOUR EVENT) will attempt to be featured on the Apollo 50th show by using #Apollo50th. Join us to see if our local event and community gets featured on the big screen. The STEM activities and show will inspire the next generation of explorers to dream big, and take charge of the bold way forward to the Moon and on to Mars.

Museums featured in the NASA broadcast are:

- [Cosmosphere](#), Hutchinson, Kansas
- [Saint Louis Science Center](#), St. Louis
- [Columbia Memorial Space Center](#), Downey, California

The Apollo 50th STEM show will stream live on NASA's [website](#), and the Discover Science Channel. NASA will also bring Apollo 50th anniversary participants together to take part in a virtual engineering design challenge on social media. NASA and its museum partners will each host a challenge to build a component (rocket, gateway, lander, rover) of NASA's return to the Moon using simple household materials. (YOUR EVENT NAME) will join the fun using #VirtualMoonshot.

For more information on the Apollo 50th anniversary follow #Apollo50th and visit:

<https://spacestem.nasa.gov/>

nasa.gov/apollo50

-end-

NAME OF AUTHOR
LOCATION
PHONE NUMBER
EMAIL



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APOLLO BROADCAST: CONCEPT & PLAN



Concept: 30 minute STEM show on July 19

- Unique addition to the larger NASA Anniversary 2 hour program
- Broadcast on NASA TV and Discovery Science channel
- Develop “kitchen science” activity guide



Storyline: Forward to the Moon through mission simulation

- Target audience – middle school students
- Families to attend events hosted at partner sites
- Hands-on activities that align with storyline

Leverage partnerships to build excitement & interest

- Overall marketing plan developed in collaboration with HQ and participating locations
- Participating organizations to engage their audiences





APOLLO BROADCAST: STEM FORWARD TO THE MOON

Target Date: Friday, July 19, 3:00 pm EDT

Audience: Middle School Students

Time: 30 Minutes

Partners: Cosmosphere (Hutchinson, KS), Columbia Memorial Space Center (Downey, CA), Saint Louis Science Center (St. Louis, MO), Arizona Science Center (Phoenix, AZ)



Objectives:

1. Engage students in **Apollo's 50th** and **Moon to Mars**
2. Host **local watch parties** with **hands-on STEM activities** inviting **media** and **legislators**
3. Generally **inspire** and **engage** students to **consider STEM education/careers**

Outcomes:

1. Demonstrate a **Moon to Mars (Artemis) mission** and tie in **STEM engagement** components.
2. Bring local communities to personally **engage in NASA's mission** and **Go Forward to the Moon**



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SHOW OVERVIEW: STEM FORWARD TO THE MOON



STEM Show Rundown

Introduce STEM Forward to the Moon

Cosmosphere

Launch/MCC Simulation & **Heavy Lifting Activity**

Columbia Memorial Space Center

Gateway Simulation & **Cleaning Water Activity**

St. Louis Science Center

First Steps on Moon Simulation & **Habitat Planning Activity**

Arizona Science Center

Rover & Water Ice Simulation

Wrap Show



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STEM FORWARD TO THE MOON ACTIVITY GUIDE

Activities to STEM Forward to the Moon



- Available in advance of July 19
- Get engaged! Work on these activities with students or your own family
- Post on Facebook & Twitter with #NASASTEM

Visit: spacestem.nasa.gov



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#VIRTUALMOONSHOT

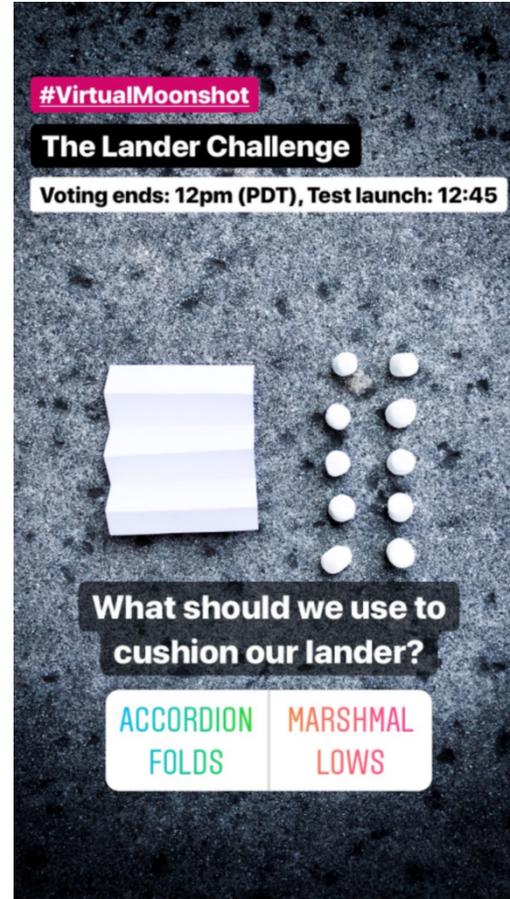


To celebrate the Apollo 50th anniversary and get students engaged in STEM, we're inviting the public to help NASA and its museum partners build a mission to the Moon – on social media!



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#VIRTUALMOONSHOT



Using the poll feature on Instagram Stories, Facebook and Twitter, we'll ask the public to choose which materials we should use to build our lunar spacecraft.

#VIRTUALMOONSHOT

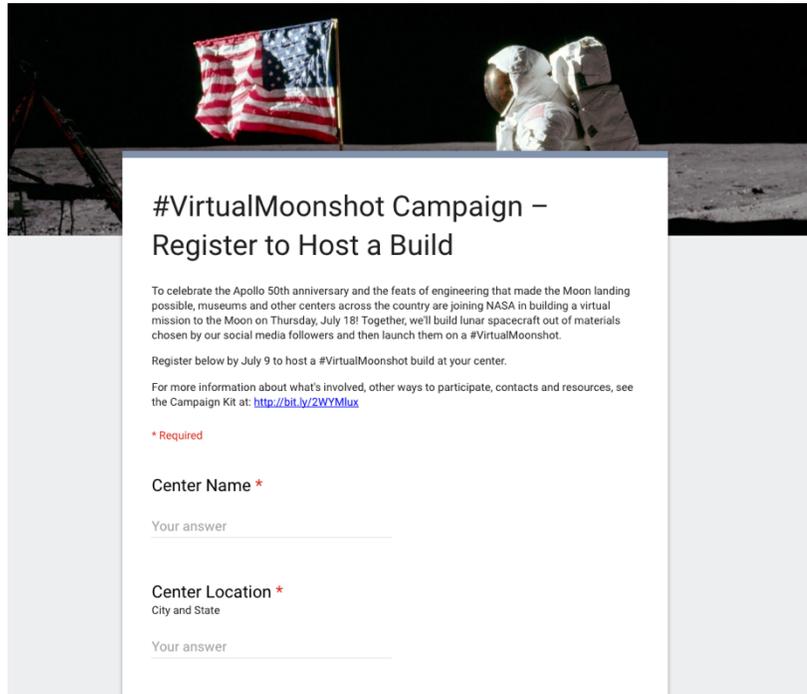


When the votes are in, the host centers will build the spacecraft and show them in action!

Once all the host centers have completed their spacecraft, we'll put it all together to showcase our virtual mission to the Moon!



#VIRTUALMOONSHOT

A screenshot of a registration form for the #VirtualMoonshot Campaign. The form is titled "#VirtualMoonshot Campaign – Register to Host a Build". It includes a background image of an American flag and a lunar lander on the moon. The text on the form reads: "To celebrate the Apollo 50th anniversary and the feats of engineering that made the Moon landing possible, museums and other centers across the country are joining NASA in building a virtual mission to the Moon on Thursday, July 18! Together, we'll build lunar spacecraft out of materials chosen by our social media followers and then launch them on a #VirtualMoonshot. Register below by July 9 to host a #VirtualMoonshot build at your center. For more information about what's involved, other ways to participate, contacts and resources, see the Campaign Kit at: <http://bit.ly/2WYMLux>". There are two required fields: "Center Name *" and "Center Location *". Each field has a "Your answer" input line below it.

#VirtualMoonshot Campaign – Register to Host a Build

To celebrate the Apollo 50th anniversary and the feats of engineering that made the Moon landing possible, museums and other centers across the country are joining NASA in building a virtual mission to the Moon on Thursday, July 18! Together, we'll build lunar spacecraft out of materials chosen by our social media followers and then launch them on a #VirtualMoonshot.

Register below by July 9 to host a #VirtualMoonshot build at your center.

For more information about what's involved, other ways to participate, contacts and resources, see the Campaign Kit at: <http://bit.ly/2WYMLux>

* Required

Center Name *

Your answer

Center Location *

City and State

Your answer

- Follow #VirtualMoonshot on Instagram, Facebook and Twitter to vote for materials, watch the builds in action and encourage your friends and followers to participate!
- Find out how you can host a #VirtualMoonshot build at your center: <http://bit.ly/2XBao78>
- Register by July 9!



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APOLLO ANNIVERSARY: GET INVOLVED!

The screenshot shows the NASA Space STEM website interface. At the top left is the NASA logo and 'Space STEM' text. At the top right is the 'APOLLO 50th NEXT GIANT LEAP' logo and a 'Log in' link. A left-hand navigation menu includes: Home, Get Involved!, Teach It, Map: Events/Exhibits, Submit Event/Exhibit, Resources, NASA Home, and Museum Alliance. The main content area features a large red banner with the text 'Presented by U.S. Space & Rocket Center' and 'GLOBAL ROCKET LAUNCH'. Below the banner is a call to action: 'Join in on July 16! Be part of the worldwide celebration of the 50th anniversary of the Apollo 11 launch on July 16 by launching your own rocket!'. Below this are four columns of content: 'GET INVOLVED!' with a photo of children and the text 'Everyone can be part of the celebration.'; 'TEACH IT' with a photo of craft materials and the text 'Make the anniversary a teachable moment.'; 'MAP OF EVENTS AND EXHIBITS' with a photo of Earth from space and the text 'Nationwide opportunities to learn about Moon missions - past, present and future!'; and 'RESOURCES' with a photo of an astronaut on the moon and the text 'Explore STEM engagement and education materials for learners of all ages.'.



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APOLLO ANNIVERSARY: GET INVOLVED!

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APOLLO ANNIVERSARY: GET INVOLVED!

Space STEM Log in

Home
Get Involved!
Teach It
Map: Events/Exhibits
 Submit Event/Exhibit
Resources
NASA Home
Museum Alliance

Events/Exhibits Map

Map | Satellite

Legend: Event Exhibit Apollo Mars [View Calendar](#)

Show Events within miles of zipcode: Event name contains:

Show: Mission: [Submit](#) [Reset all Filters](#)

Organization	Title	Date	Location
STARMUS	STARMUS V	06-24-2019 - 06-29-2019	Zurich,

In addition to astronaut Michael Collins joining as the keynote, STARMUS V will host a remarkable line-up of presenters hand-selected by the STARMUS board (Stephen Hawking posthumous, Brian May, Peter Gabriel, Richard Dawkins, Alexei



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APOLLO ANNIVERSARY: GET INVOLVED!

NASA Space STEM APOLLO 50+ NEXT GIANT LEAP Log in

- Home
- Get Involved!
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Events/Exhibits Map

Map | Satellite

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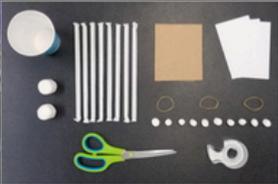
APOLLO ANNIVERSARY: GET INVOLVED!

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