

ENGAGING THE PUBLIC WITH APOLLO ANNIVERSARIES. S. Tiedeken^{1,2}, M. Wasser^{1,2}, A. Jones¹, and N. Whelley^{1,3}. ¹NASA Goddard Space Flight Center, Greenbelt, MD 20771, staci.l.tiedeken@nasa.gov, ²ADNET Systems, Inc., Bethesda, MD, ³University of Maryland-College Park, College Park, MD.

Introduction: The 50th anniversary celebrations of human Moon landing missions began in 2019 with Apollo 11. The Solar System Exploration Division (SSED) at NASA's Goddard Space Flight Center (GSFC) supported numerous Apollo 50th anniversary activities and will be supporting the anniversaries yet to come.

Our Apollo activities are centered on the following objectives:

- Publicly celebrate the 50th anniversary of the Apollo program.
- Provide resources to inspire, enable, and enhance Apollo anniversary celebrations.
- Highlight advances made by current lunar exploration, and how current exploration builds on the legacy of Apollo and prepares for future exploration of the Moon, Mars, and beyond.

The Apollo 50th anniversaries provide an opportunity for everyone to reflect on past lunar exploration and to look forward to the future.

Apollo 11: The SSED Public Engagement Team coordinated the support of scientists, engineers, and public engagement specialists from the SSED, Goddard's Office of Communications, and affiliated institutions at numerous events around the country (leading up to, during, and after the July 20th Apollo 11 Moon landing date).



Figure 1: Participants exploring a Moon to Mars tent at the Apollo 11 celebration on the National Mall in Washington, D.C.

We also shipped loanable materials (Moon globes, 3D printed models of the Apollo landing sites, terrestrial rocks, popup banners, Moon Braille books, Moon

landing site activities, laminated lunar information sheets, cloth images of lunar landscapes) to events around the country.

In addition to shipping loanable materials, we sent 39,591 individual handouts to people and institutions supporting anniversary events around the world. These traveled to 57 different people in 25 different states plus Washington, D.C. and 4 different countries (France, England, Poland, and India). An estimated 182,568 people were in attendance at events where we sent people and/or materials.



Figure 2: Children learning about lunar topography at the ECHO, Leahy Center for Lake Champlain's Apollo 11 event in Burlington, VT.

We created an Apollo digital resource collection and shared it with various entities around the world. This collection includes data visualizations from NASA's Scientific Visualization Studio, an Apollo Legacy Presentation slide deck, videos and images, digital versions of handouts (posters, lithographs), resource packages specially designed for celebrating Apollo in baseball stadiums and in parks or outdoor spaces, and links to other Apollo anniversary resources [1].

To promote NASA's history and share available resources, we conducted many activities on social media. We supported NASA Headquarters' social media efforts, led NASA's official lunar science Twitter account, @NASAMoon, and posted interactive stories on the NASA Solar System Instagram. Over 17 million people saw @NASAMoon and NASA Solar System posts, and @NASAMoon gained 12,800 new followers in the month of July, where a typical month is 3,000.

Apollo 12: Although not as widely celebrated as the Apollo 11 anniversary, we also commemorated the 50th anniversary of Apollo 12 (launch anniversary: November 14, 2019). The GSFC Visitor Center hosted an event called “A Look at Apollo and the Future of Lunar Exploration” which saw two members from the SSED provide an overview of lunar exploration before the Apollo era and a retrospective look at the Apollo 12 mission, as well as a discussion of current and future work with Apollo lunar samples and NASA’s Artemis program.

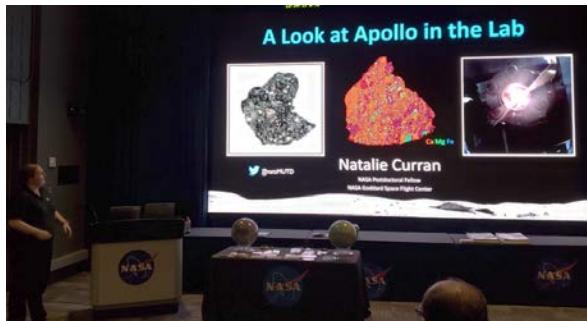


Figure 3: GSFC scientist Natalie Curran discussing her work with Apollo samples at the GSFC Visitor Center’s Apollo 12 anniversary event in Greenbelt, MD.

Further SSED Apollo 12 anniversary engagement include an Apollo 12 presentation slide deck for public use, posted on moon.nasa.gov [2], and tweets from @NASAMoon prior, during, and after the launch anniversary. @NASAMoon’s most popular Apollo 12 tweet had 1.2 million impressions and 20,000 engagements (likes, retweets, and comments). The tweet showed a fly-over of the Apollo 12 landing site, created using Lunar Reconnaissance Orbiter data.

Apollo 13: The 50th anniversary of the launch of Apollo 13 is on April 11, 2020. We will host media interviews, create new data visualizations featuring Apollo data and data from the Lunar Reconnaissance Orbiter, and promote the anniversary on social media. The SSED will be supporting an event at the GSFC Visitor Center in Greenbelt, MD, where we will have various Moon activities, talks, and rocket launches courtesy of a local rocket club. Numerous events around the country are also being planned – this anniversary will likely be more widely celebrated than Apollo 12 but not on quite the same scale as Apollo 11.

Future Apollo Anniversaries: The 50th anniversaries of the various Apollo missions will continue through 2022, culminating in the successful mission of Apollo 17 (launch anniversary: December 7, 2022). There will be plentiful opportunities to celebrate these

upcoming anniversaries, providing an exciting theme with which to engage the public for years to come.

References: [1] Lunar Reconnaissance Orbiter Team (2019) *NASA’s Goddard Space Flight Center*, lunar.gsfc.nasa.gov/Apollo50.html. [2] NASA Science Earth’s Moon (2019) NASA, <https://moon.nasa.gov/resources/390/apollo-12-presentation/>.