my name is Todd Arnold I'm the deputy
director of public affairs at John F Kennedy Space Center I hired into NASA in 1989 as part of an accelerated training program for recent college graduates as a member of the Kennedy senior management team I am responsible to ensure we have a highly skilled contractor and civil servant workplace on board to effectively communicate the NASA story our past our present and our exciting future I also assist in the effort to oversee operations on a daily basis for an active press site newsroom
in addition I provide strategic
leadership and vision to a team of
individuals who are responsible for an
array of public relations tools and
techniques including NASA television
broadcasting also news and
photojournalism web and social media
presence display management initiatives
as well as internal communications to
the KSC workforce to help them remain
informed so that they can be wonderful
ambassadors for NASA here at NASA. I
believe diversity is more than just the
word in fact it is part of our core
value system which to me means it's not just a few people who are concerned about diversity but every individual makes a difference and actively seeks out an opportunity to value the input of others at an individual level whenever I joined a team for the first time I first seek to learn a little bit about the backgrounds and experiences and education of individuals I'll be working with as a leader I make it a priority to initiate efforts that will encourage individuals to partner and work together and leverage the strengths and
backgrounds of others that are perhaps
different from them I really believe

that at the bottom line in order to get
the best product we must have every idea

on the table my lineage is that of
Creoles of color categorically it falls
within african-americans here within the
age

see but in reality my ancestors or a
mixed-race African American Indian also
European primarily French and Spanish

coming from Louisiana I have full
appreciation for multiple cultures and

here at NASA I think I have a slight
advantage coming out of that lineage
because at any moment I can actually

look internally and see multi facets of
ccontributions of cultures that are all
going on inside of me and so it's very
easy for me when I look across the table

and across the agency to appreciate that

at the bottom line it's really the

contributions of the individuals that
enhance the effectiveness of the whole