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'm responsible to ensure we have a highly skilled contractor and civil service 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 news room.

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

00:01:20,109 --> 00:01:24,609
so that they can be wonderful ambassadors for NASA.

00:01:24,609 --> 00:01:30,230
Here at NASA, I believe diversity is more than just a word.

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In fact it is part of our core value system.

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Which, to me, means it's not just a few people who are concerned about diversity, but every

00:01:39,840 --> 00:01:46,380
individual makes a difference and actively seeks out an opportunity to value the input

00:01:46,379 --> 00:01:47,379
of others.

00:01:47,379 --> 00:01:52,478
At an individual level, whenever I join a team for the first time, I first seek to learn

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a little about the background and experiences and education of the individuals I will be

00:01:57,200 --> 00:01:58,799
working with.

00:01:58,799 --> 00:02:07,060
As a leader, I make it a priority to initiate efforts that will encourage individuals to

00:02:07,060 --> 00:02:12,189
partner and work together and leverage the strengths and background of others that are

00:02:12,189 --> 00:02:13,799
perhaps different from them.

I really believe that at the bottom line, in order to get the best product, that we must have every idea on the table.

My lineage is that of Creoles of color. Categorically, it falls within African-American here within the agency.

But, in reality, my ancestors are 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 the lineage.

Because, at any moment, I can look internally and see multi-facets of contributions of cultures that are all going on inside of me.

So it is very easy for me, when I look across a table and across the agency, to appreciate that at the bottom line, its really the contributions of the individuals that enhance the effectiveness.
of the whole.