



1
00:00:05,670 --> 00:00:03,990
most people think of nasa as looking up

2
00:00:07,749 --> 00:00:05,680
from earth in the heavens or going out

3
00:00:09,430 --> 00:00:07,759
from earth to explore space

4
00:00:11,270 --> 00:00:09,440
and so we thought why don't we turn that

5
00:00:12,950 --> 00:00:11,280
metaphor around and call it an earth

6
00:00:14,950 --> 00:00:12,960
observatory and give people a

7
00:00:20,470 --> 00:00:14,960
space-based perspective for looking back

8
00:00:23,990 --> 00:00:22,070
i remember the day that we first

9
00:00:27,109 --> 00:00:24,000
published nasa's earth observatory

10
00:00:28,950 --> 00:00:27,119
website it was april 29 1999 almost

11
00:00:31,509 --> 00:00:28,960
exactly 10 years ago

12
00:00:33,110 --> 00:00:31,519
and it was just a thrill there was a

13
00:00:35,110 --> 00:00:33,120

feeling of euphoria

14

00:00:36,630 --> 00:00:35,120

we looked at what nasa had on the web

15

00:00:38,549 --> 00:00:36,640

and as far as earth science was

16

00:00:41,430 --> 00:00:38,559

concerned you know what type of earth

17

00:00:42,709 --> 00:00:41,440

imagery and information and it was all

18

00:00:44,709 --> 00:00:42,719

very technical

19

00:00:46,950 --> 00:00:44,719

so we wanted to

20

00:00:48,630 --> 00:00:46,960

provide a

21

00:00:51,350 --> 00:00:48,640

a more easily accessible

22

00:00:55,910 --> 00:00:51,360

and sort of a prettier approach to

23

00:01:02,389 --> 00:00:58,869

before we launched terra which at the

24

00:01:03,910 --> 00:01:02,399

time was called eos am1 a brilliant

25

00:01:05,189 --> 00:01:03,920

scientist by the name of dr joram

26

00:01:07,190 --> 00:01:05,199

kaufman

27

00:01:10,870 --> 00:01:07,200

approached me and

28

00:01:13,109 --> 00:01:10,880

ex and offered the idea that most people

29

00:01:15,350 --> 00:01:13,119

don't know about this mission a lot of

30

00:01:18,310 --> 00:01:15,360

the idea for the earth observatory was

31

00:01:20,870 --> 00:01:18,320

sort of playing off of a metaphor that

32

00:01:23,510 --> 00:01:20,880

yorum would often use he would speak of

33

00:01:24,390 --> 00:01:23,520

the earth as if it were a middle-aged

34

00:01:26,390 --> 00:01:24,400

person

35

00:01:28,950 --> 00:01:26,400

a patient that was just starting to show

36

00:01:30,950 --> 00:01:28,960

signs of physical health problems

37

00:01:33,030 --> 00:01:30,960

and now for the first time

38

00:01:35,190 --> 00:01:33,040

with the imminent launch of terra we

39

00:01:36,550 --> 00:01:35,200

were going to have a diagnostic device

40

00:01:38,550 --> 00:01:36,560

he would often say we're going to give

41

00:01:40,230 --> 00:01:38,560

the planet a checkup

42

00:01:42,630 --> 00:01:40,240

we started thinking in terms of what if

43

00:01:44,710 --> 00:01:42,640

there could be a place online

44

00:01:47,190 --> 00:01:44,720

where we could do some sort of a near

45

00:01:49,510 --> 00:01:47,200

real-time readout from the satellites

46

00:01:51,990 --> 00:01:49,520

that gave vital sign indicators of the

47

00:01:54,069 --> 00:01:52,000

health of the planet

48

00:01:56,230 --> 00:01:54,079

i study climate and i'm also very

49

00:01:59,590 --> 00:01:56,240

interested in extreme events things like

50

00:02:01,990 --> 00:01:59,600

tornadoes hurricanes floods

51
00:02:04,149 --> 00:02:02,000
snowfalls in some area either warm

52
00:02:05,830 --> 00:02:04,159
temperatures or very cold temperatures

53
00:02:07,830 --> 00:02:05,840
and the great thing about the earth

54
00:02:09,749 --> 00:02:07,840
observatory is i can go there and i can

55
00:02:13,030 --> 00:02:09,759
see recent satellite data of those

56
00:02:15,589 --> 00:02:13,040
specific events or episodes so it

57
00:02:17,270 --> 00:02:15,599
provides immediate data of areas of

58
00:02:19,430 --> 00:02:17,280
interest to me and to a wide range of

59
00:02:21,110 --> 00:02:19,440
other people

60
00:02:23,030 --> 00:02:21,120
i went home on friday afternoon and

61
00:02:24,710 --> 00:02:23,040
there was really not a lot going on

62
00:02:27,110 --> 00:02:24,720
there was this little tropical storm

63
00:02:29,270 --> 00:02:27,120

kind of going out around florida and not

64

00:02:30,390 --> 00:02:29,280

much really exciting going on

65

00:02:33,350 --> 00:02:30,400

and

66

00:02:35,030 --> 00:02:33,360

over the weekend i got a phone call from

67

00:02:36,630 --> 00:02:35,040

a member of my family saying did you

68

00:02:38,150 --> 00:02:36,640

hear about that hurricane

69

00:02:41,270 --> 00:02:38,160

and i thought oh dear i'm missing

70

00:02:42,790 --> 00:02:41,280

something so i went and logged into the

71

00:02:44,390 --> 00:02:42,800

modus rapid response system which

72

00:02:46,229 --> 00:02:44,400

provides a lot of the satellite imagery

73

00:02:47,910 --> 00:02:46,239

to the earth observatory and there's

74

00:02:50,710 --> 00:02:47,920

this giant

75

00:02:51,990 --> 00:02:50,720

giant hurricane aimed dead center for

76

00:02:54,229 --> 00:02:52,000

new orleans

77

00:02:56,070 --> 00:02:54,239

so we stayed and worked very hard to get

78

00:02:57,270 --> 00:02:56,080

all the flood imagery out at the end of

79

00:03:00,149 --> 00:02:57,280

the week

80

00:03:02,229 --> 00:03:00,159

i got an email from somebody at noaa and

81

00:03:04,309 --> 00:03:02,239

they were trying to assess the impact of

82

00:03:06,390 --> 00:03:04,319

the flooding and he said he'd been in

83

00:03:07,990 --> 00:03:06,400

new orleans all week and he had not been

84

00:03:10,309 --> 00:03:08,000

able to get a good map or a good

85

00:03:12,070 --> 00:03:10,319

overview of the situation and he was

86

00:03:14,869 --> 00:03:12,080

delighted to come home and log on to the

87

00:03:16,309 --> 00:03:14,879

earth observatory and he saw the thing

88

00:03:19,190 --> 00:03:16,319

that he had been looking for all week

89

00:03:20,949 --> 00:03:19,200

the overall view of what the impact of

90

00:03:24,949 --> 00:03:20,959

the hurricane had been on louisiana

91

00:03:28,710 --> 00:03:26,630

many people are using content from the

92

00:03:30,550 --> 00:03:28,720

site and don't even know it it's begun

93

00:03:33,509 --> 00:03:30,560

to sort of intertwine

94

00:03:35,430 --> 00:03:33,519

with the with the overall backdrop

95

00:03:37,350 --> 00:03:35,440

of communications about the earth of

96

00:03:41,670 --> 00:03:37,360

iconic imagery and representations of

97

00:03:43,830 --> 00:03:41,680

the earth the absolute best moment was

98

00:03:45,990 --> 00:03:43,840

when i bought my iphone

99

00:03:49,110 --> 00:03:46,000

and i turned it on and one of my

100

00:03:50,949 --> 00:03:49,120

pictures is on the loading screen

101
00:03:54,550 --> 00:03:50,959
which was pretty cool

102
00:03:57,030 --> 00:03:54,560
i think the images are very powerful

103
00:03:58,949 --> 00:03:57,040
because they make people think about the

104
00:04:01,270 --> 00:03:58,959
earth in a different way

105
00:04:03,589 --> 00:04:01,280
i'm on the faculty of the oceanography

106
00:04:05,670 --> 00:04:03,599
department at the naval academy i teach

107
00:04:08,710 --> 00:04:05,680
a course in waves and tides and another

108
00:04:11,429 --> 00:04:08,720
one in remote satellite remote sensing i

109
00:04:14,229 --> 00:04:11,439
use image of the day all the time i have

110
00:04:15,990 --> 00:04:14,239
students start off a class discussing an

111
00:04:18,390 --> 00:04:16,000
image of the day discussing what

112
00:04:20,229 --> 00:04:18,400
satellite sensor produced the image

113
00:04:21,909 --> 00:04:20,239

whether it was active or passive and

114

00:04:25,030 --> 00:04:21,919

what we're learning about the earth or

115

00:04:27,030 --> 00:04:25,040

ocean or atmosphere from that image

116

00:04:29,670 --> 00:04:27,040

it's easier to visualize the very

117

00:04:32,070 --> 00:04:29,680

complex components of the earth system

118

00:04:35,270 --> 00:04:32,080

if you have these

119

00:04:37,590 --> 00:04:35,280

real data from satellites that depict

120

00:04:40,070 --> 00:04:37,600

how our oceans work how our atmosphere

121

00:04:41,830 --> 00:04:40,080

works how the land works and seeing them

122

00:04:44,950 --> 00:04:41,840

all come together i think makes these

123

00:04:55,590 --> 00:04:44,960

very difficult to visualize concepts

124

00:04:59,350 --> 00:04:57,430

i get to see the whole earth every day

125

00:05:01,670 --> 00:04:59,360

and how many people can say that it's

126

00:05:04,790 --> 00:05:01,680

it's a lot of fun and i really hope that

127

00:05:08,070 --> 00:05:04,800

people see what we do and

128

00:05:09,749 --> 00:05:08,080

it connects to them and that they

129

00:05:10,790 --> 00:05:09,759

they get some joy out of it

130

00:05:12,469 --> 00:05:10,800

nasa

131

00:05:15,830 --> 00:05:12,479

has played

132

00:05:18,550 --> 00:05:15,840

just an amazingly important role

133

00:05:20,950 --> 00:05:18,560

in shaping our nations and the world's

134

00:05:23,590 --> 00:05:20,960

identity of itself we are a nation of

135

00:05:25,830 --> 00:05:23,600

explorers we are a nation who

136

00:05:28,310 --> 00:05:25,840

fundamentally believes that the future

137

00:05:30,870 --> 00:05:28,320

should be better than it is today and

138

00:05:32,150 --> 00:05:30,880

that science and technology will play a

139

00:05:33,990 --> 00:05:32,160

role in that

140

00:05:36,469 --> 00:05:34,000

i hope the one thing people learn from

141

00:05:39,590 --> 00:05:36,479

the earth observatory is that

142

00:05:41,029 --> 00:05:39,600

our earth is a very beautiful and unique

143

00:05:43,189 --> 00:05:41,039

planet