

GO FOR LAUNCH

The Story of Your
Science



1
00:00:06,789 --> 00:00:04,550
this is your science

2
00:00:09,030 --> 00:00:06,799
soon it will be aboard the international

3
00:00:11,350 --> 00:00:09,040
space station

4
00:00:12,870 --> 00:00:11,360
how will you get the most out of your

5
00:00:15,589 --> 00:00:12,880
research

6
00:00:22,330 --> 00:00:15,599
we can take your science from here

7
00:00:26,790 --> 00:00:24,870
[Music]

8
00:00:29,269 --> 00:00:26,800
our tools can ignite scientific

9
00:00:33,350 --> 00:00:29,279
collaboration

10
00:00:39,430 --> 00:00:35,510
and will help us communicate your

11
00:00:43,190 --> 00:00:42,310
your inputs will fuel creative content

12
00:00:46,869 --> 00:00:43,200
like

13
00:00:49,670 --> 00:00:46,879

feature stories videos and social media

14

00:00:51,029 --> 00:00:49,680

across nasa's established highly visible

15

00:00:52,470 --> 00:00:51,039

outlets

16

00:00:54,069 --> 00:00:52,480

my experience with the communications

17

00:00:55,830 --> 00:00:54,079

team at nasa has been absolutely

18

00:00:57,430 --> 00:00:55,840

phenomenal the thing that's sometimes

19

00:00:59,110 --> 00:00:57,440

hard for us as scientists is

20

00:01:01,110 --> 00:00:59,120

communicating to non-scientists and

21

00:01:02,470 --> 00:01:01,120

non-experts in the field so when we work

22

00:01:04,710 --> 00:01:02,480

with the science writers and the

23

00:01:06,789 --> 00:01:04,720

communications office here they really

24

00:01:08,149 --> 00:01:06,799

help us you know your idea and you know

25

00:01:09,350 --> 00:01:08,159

your experiment you've been working so

26
00:01:10,950 --> 00:01:09,360
hard on the design but they're going to

27
00:01:13,830 --> 00:01:10,960
be the ones to help you put it in

28
00:01:15,270 --> 00:01:13,840
context for why this is cool to a much

29
00:01:17,670 --> 00:01:15,280
wider audience and they're going to help

30
00:01:19,270 --> 00:01:17,680
you find those common words to explain

31
00:01:21,109 --> 00:01:19,280
it and break you out of your own

32
00:01:23,270 --> 00:01:21,119
technical terminology

33
00:01:25,429 --> 00:01:23,280
that's huge for us because if we do it

34
00:01:27,030 --> 00:01:25,439
early on then we can take those words

35
00:01:28,870 --> 00:01:27,040
and we can continue to use them over and

36
00:01:30,550 --> 00:01:28,880
over

37
00:01:32,310 --> 00:01:30,560
what i do is very specific with this

38
00:01:33,670 --> 00:01:32,320

device but it can be used for so many

39

00:01:35,429 --> 00:01:33,680

things and because people know we're

40

00:01:37,350 --> 00:01:35,439

working on it things we would never ever

41

00:01:39,030 --> 00:01:37,360

dream to use it for people are coming to

42

00:01:40,870 --> 00:01:39,040

us and hey can we work with you on it

43

00:01:42,230 --> 00:01:40,880

and so because we've been communicating

44

00:01:44,069 --> 00:01:42,240

it because we've been trying to talk to

45

00:01:46,069 --> 00:01:44,079

others about it it has really opened the

46

00:01:48,230 --> 00:01:46,079

doors

47

00:01:50,149 --> 00:01:48,240

nasa still holds the imagination of so

48

00:01:51,910 --> 00:01:50,159

many people they have told our story

49

00:01:53,429 --> 00:01:51,920

much much better than we ever could as

50

00:01:55,190 --> 00:01:53,439

scientists we've learned so much from

51

00:01:56,709 --> 00:01:55,200

them and i'm excited to do more with

52

00:01:59,270 --> 00:01:56,719

them in the future

53

00:02:08,710 --> 00:01:59,280

your science has a story