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00:00:06,830 --> 00:00:17,920

My name
is Todd Arnold.

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00:00:17,920 --> 00:00:23,070

I'm the deputy director of Public Affairs
at John F. Kennedy Space Center.

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00:00:23,070 --> 00:00:29,800

I hired into NASA in 1989 as part of an accelerated
training program for recent college graduates.

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00:00:29,800 --> 00:00:34,750

As a member of the Kennedy senior management
team, I'm responsible to ensure we have a

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00:00:34,750 --> 00:00:40,660

highly skilled contractor and civil service
workplace on board to effectively communicate

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00:00:40,660 --> 00:00:45,510

the NASA story -- our past, our present and
our exciting future.

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00:00:45,510 --> 00:00:52,100

I also assist in the effort to oversee operations,
on a daily basis, for an active Press Site

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00:00:52,100 --> 00:00:53,100

news room.

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00:00:53,100 --> 00:00:58,260

In addition, I provide strategic leadership
and vision to a team of individuals who are

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00:00:58,260 --> 00:01:04,530

responsible for an array of public relations
tools and techniques, including NASA Television

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00:01:04,530 --> 00:01:12,790
broadcasting, also news and photojournalism,
Web and social media presence, display management

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00:01:12,790 --> 00:01:20,110
initiatives, as well as internal communications
to the KSC workforce to help them remain informed

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00:01:20,110 --> 00:01:24,610
so that they can be wonderful ambassadors
for NASA.

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00:01:24,610 --> 00:01:30,230
Here at NASA, I believe diversity is more
than just a word.

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00:01:30,230 --> 00:01:33,600
In fact it is part of our core value system.

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00:01:33,600 --> 00:01:39,840
Which, to me, means it's not just a few people
who are concerned about diversity, but every

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

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00:01:46,380 --> 00:01:47,380
of others.

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00:01:47,380 --> 00:01:52,479
At an individual level, whenever I join a
team for the first time, I first seek to learn

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00:01:52,479 --> 00:01:57,200
a little about the background and experiences
and education of the individuals I will be

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00:01:57,200 --> 00:01:58,800
working with.

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00:01:58,800 --> 00:02:07,060

As a leader, I make it a priority to initiate efforts that will encourage individuals to

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00:02:07,060 --> 00:02:12,190

partner and work together and leverage the strengths and background of others that are

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00:02:12,190 --> 00:02:13,799

perhaps different from them.

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00:02:13,799 --> 00:02:18,140

I really believe that at the bottom line, in order to get the best product, that we

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00:02:18,140 --> 00:02:21,290

must have every idea on the table.

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00:02:21,290 --> 00:02:24,709

My lineage is that of Creoles of color.

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00:02:24,709 --> 00:02:29,459

Categorically, it falls within African-American here within the agency.

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00:02:29,459 --> 00:02:38,819

But, in reality, my ancestors are a mixed-race -- African, American Indian, also European,

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00:02:38,819 --> 00:02:41,690

primarily French, and Spanish.

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00:02:41,690 --> 00:02:48,040

Coming from Louisiana, I have full appreciation for multiple cultures and, here at NASA, I

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00:02:48,040 --> 00:02:51,430

think I have a slight advantage, coming out

of the lineage.

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00:02:51,430 --> 00:03:00,000
Because, at any moment, I can look internally
and see multi-facets of contributions of cultures

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00:03:00,000 --> 00:03:02,590
that are all going on inside of me.

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00:03:02,590 --> 00:03:07,930
So it is very easy for me, when I look across
a table and across the agency, to appreciate