

National Aeronautics and Space Administration



**NATIONAL AERONAUTICS AND SPACE ADMINISTRATION  
CORDIALLY INVITES YOU TO ATTEND THE ANNOUNCEMENT OF**

# ARTEMIS II CREW

**LYNDON B. JOHNSON SPACE CENTER**

**ELLINGTON FIELD, HANGAR 135**

**MONDAY, APRIL 3, 2023**

**9:00 A.M. - ARRIVAL TIME**

**10:00 A.M. - EVENT START**

2024 PRSA Houston Excalibur Awards  
Category: Campaigns - Events and Observances

**NASA's Artemis II Crew Announcement**

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# Analysis

## 100 word summary

April 3, 2023, NASA and the Canadian Space Agency (CSA) revealed the four astronauts who—for the first time in more than 50 years—will venture on the first crewed flight test of the Space Launch System and the Orion spacecraft around the Moon. The historic announcement featured remarks from NASA Administrator Bill Nelson, NASA’s Johnson Space Center Director Vanessa Wyche, Minister of Innovation, Science and Industry of Canada, François-Philippe Champagne, and others who highlighted how U.S. space policy is guiding Artemis for long-term exploration of the lunar surface and preparation for an eventual mission to Mars.

For the first time in more than 50 years, NASA astronauts Reid Wiseman, Victor Glover, Christina Hammock Koch and CSA Astronaut Jeremy Hansen – the Artemis II crew – will be the first humans to fly to the vicinity of the Moon. Among the crew are the first woman, first person of color, and first Canadian on a lunar mission, and all four astronauts will represent the best of humanity as they explore for the benefit of all.

Artemis II builds on the success of the uncrewed Artemis I flight test in 2022, when engineers launched our new mega Moon rocket, Space Launch System, for the first time and pushed the Orion spacecraft to its limit to better understand how it operates in the harsh environment of deep space over the course of a 1.4-million-mile journey beyond the Moon and back.

NASA’s Johnson Space Center External Relations team, comprised of the Office of Communications and Public Affairs, the Office of STEM Engagement and the Office of Legislative Affairs, were tasked with conceptualizing and executing a global reveal of the Artemis II crew with the strategic priorities to humanize the Artemis program and connect with the Artemis Generation, capitalize on the energy and maintain the momentum from Artemis I, and highlight how this mission will pave the way for the expansion of human deep space exploration in a new way using new technologies and commercial and international participation.

The in-person Artemis II crew announcement took place at Ellington Field near Johnson in Houston, with an audience of about 800 guests including media, VVIPs, students, NASA employees, and foreign national guests, and was broadcasted nationally via NASA TV and select media outlets in attendance. Following the crew reveal, Johnson’s External Relations Team executed a series of communications products and engagements that generated grandiose excitement, garnered international visibility, and inspired audiences to see themselves represented in the crew.

NASA maintains its commitment to increasing equity across the agency and removing inequitable barriers and challenges facing underserved communities. As a part of the Biden-Harris Administration’s whole-of-government approach to advancing equity, the agency supports the President’s Executive Order 14091 on “Further Advancing Racial Equity and Support for Underserved Communities Through the Federal Government.” The Artemis II crew reveal and its subsequent outreach activities were developed with the tactical goal of providing a unique and valuable educational and inspirational opportunity for the next generation of scientists, engineers, and explorers while discernibly showcasing the agency’s commitment to a fundamental cultural shift in the aerospace industry that boasts, “space is for all”.





Johnson's External Relations Team's focus is to inform, excite, and engage the public interest in the components of deep space exploration. As key communicators at the home of human spaceflight, the team sought to make a difference and provide accurate, timely, and useful information in a strategic and transparent manner regarding the space agency's plans and services to return humans to the Moon in a sustainable manner with the ultimate goal of getting to Mars.

### Staff implemented the following research in the communications plan:

**Primary research** (interviews) of stakeholders to discover concerns, gather feedback, and form a successful communications plan.

A brief summary of the findings revealed:

- An essential component to driving public interest is to demonstrate diversity and inclusion, which is possible under the existing work environment present at NASA. With the Artemis missions, NASA will land the first woman and first person of color on the Moon using innovative technologies to explore more of the lunar surface than ever before. NASA will collaborate with commercial and international partners and establish the first long-term presence on the Moon. Then lessons learned on and around the Moon will enable the next giant leap towards sending the first astronauts to Mars.
- Informal education centers help us inspire the next generation of explorers through science, technology, engineering, and mathematics (STEM) learning and broaden the engagement of stakeholders in the STEM fields.







# Research

The staff also conducted **informal research** that consisted of benchmarking against previous event data and assembling a specialized, cross-functional team—culturally referred to as a tiger team—to drive innovation while planning.

Our audience is broad and diverse - we engage students, educators, the science-attentive public, and the general public on a local, national, and global scale. Given the ever-changing landscape, we are an agile and dynamic organization, shifting to a model whose purpose is to engage. Our research conducted provided insight that helped shape campaign messages and distribution and learn more about increasing our reach to targeted audiences. Together, our informal research identified the following strategic audiences for the communications plan:

## Primary Strategic Audience:

- Mainstream followers of news. We intend to build awareness of Artemis, focusing on the human element, in the news-attentive public.

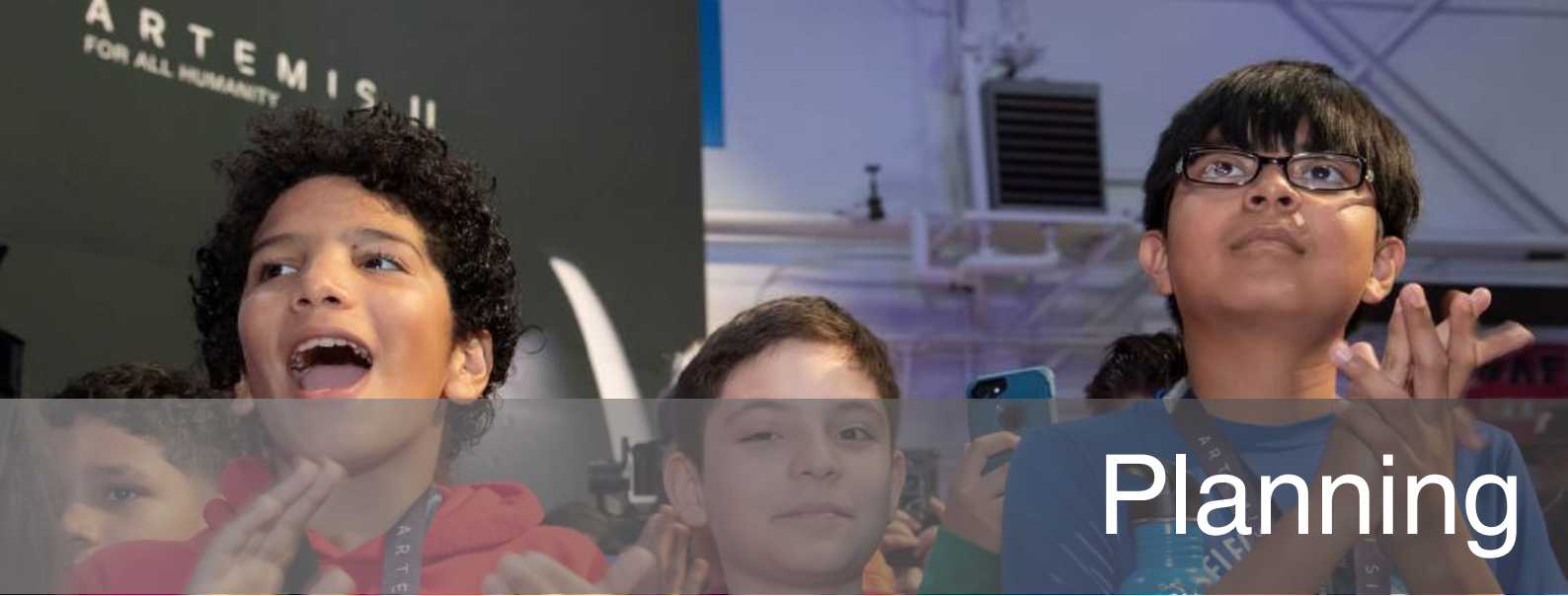
## Secondary Strategic Audiences:

- All NASA workforce. We intend to demonstrate progress toward our return to the Moon with human crew.
- Mainstream students. We intend to generate the sentiment that space exploration and the STEM fields that make it happen continue to be exciting professions to pursue.
- Space exploration fandom. We intend to reinforce the sentiment that NASA leads the world in exploration of the unknown for the benefit of all.



- Partners in Canada. We intend to reinforce the sentiment that Canada is a valued partner for exploration.
- Untapped and mainstream groups represented in crew (demographics, regions, affiliations, etc.).
- White House
- Elected officials, with attention to members of Congress.





# Planning

Based on the research findings, NASA planned for a historic announcement of the four humans who will fly around the Moon, introducing the world to the Artemis II crew. Leveraging the enormous public and media interest to strategically communicate the Artemis missions and engaging NASA officials, bipartisan members from key Senate and House committees, state officials, local mayors and council officials, and students from underrepresented schools in the Houston Independent School District participating, research was used to guide the event's development and devise a plan that was focused on the following objectives:

**OBJECTIVE 1:** Set the tone on this new era of human exploration that will see the first woman and the first person of color land on the Moon and go on to explore Mars and even deeper into our solar system.

**OBJECTIVE 2:** Communicate NASA's vision of using the Moon not only to demonstrate technology, capabilities, and business approaches needed for missions deeper into the solar system, but also to secure America's preeminence in space exploration.

**OBJECTIVE 3:** Leverage the crew's talent, energy, diversity, and connections (e.g., by emphasizing hometowns, alma maters, and minority backgrounds) to humanize Artemis and to help the public develop vicarious interest in the Artemis Generation, Artemis II, and lunar exploration in general.

**OBJECTIVE 4:** Spotlight the international aspects of this mission and the societal and technological benefits of international cooperation in space exploration, giving Canada a prominent place on the stage owing to the inclusion of a CSA astronaut among the crew.



## ARTEMIS II CREW



*On the cover: The official invitation for the announcement of the Artemis II Crew Event at Ellington Field in Houston, TX.*







# Implementation

## STAGING AND DESIGN

Our External Relations Team transformed Ellington Field for the announcement experience. Staging included:

- 50 square meters of 8K video wall panels. This is roughly the total surface area of a standard two-car garage.
- The total staging area, including graphic banners and the T-38 trainer was roughly 120' wide by 60' deep. This set a record for Johnson as the largest indoor staged event in over 10 years.
- 353 square meters of flame-resistant pipe and drape was used in the staging of the Artemis II crew announcement, roughly enough to cover a NCAA basketball court.
- Collaborating with Johnson safety and the on-site fire marshal to approve a detailed plan, the team ensured the facility was safe to host nearly 900 attendees and support personnel.



## IN-PERSON ANNOUNCEMENT AUDIENCE

About 800 guests attended the event in person. Of those present, 22 were legislative guests who were recognized in Johnson Center Director Vanessa Wyche's remarks. We were honored to be joined by: Sen. Ted Cruz, Reps. Brian Babin, Sheila Jackson Lee, and Lizzie Fletcher, Texas Comptroller Glen Hegar, Sen. John Cornyn's Deputy Regional Director Hudson Peterson, Senate Commerce Committee Staffer David Turner, Rep. Sylvia Garcia's District Director Chris McCarthy, Rep. Randy Weber's District Field Director Dodie Armstrong, and Houston Mayor Pro Tem Dave Martin.

The present and former NASA workforce, 120 media representatives, 50 fourth and fifth grade students from underrepresented schools in the Houston Independent School District, and 38 social media ambassadors made up the remaining demographics of the announcement.





# Implementation

## TRADITIONAL MEDIA

Over 3,000 stories were published on traditional media. These are classified as neutral (49%) and positive (48%) in sentiment with an estimated publicity value of close to \$6.8 million.

The crew was featured in an ESPN story following their NCAA tournament appearance: [Artemis II astronauts honored at SDSU vs. UConn championship game](#).

Headlines from outlets with wide reach include:

- The New York Times: [Meet the four astronauts of Artemis II](#)
- CNN: [The four astronauts NASA selected for historic Moon flyby mission](#)
- The Washington Post: [NASA names crew for first human Moon mission since Apollo](#)
- CNBC: [NASA unveils the four astronauts who will fly on the Artemis II mission around the Moon in 2024](#)
- Reuters: [NASA names first woman, first Black astronauts for Artemis II lunar flyby](#)
- CBS: [NASA introduces four astronauts who will fly to the Moon on Artemis II mission](#)
- NPR: [These are the four astronauts who'll take a trip around the Moon next year](#)
- ABC: [NASA reveals four astronauts tapped for Moon mission](#)
- BBC: [The crew for first Moon mission in 50 years has been announced](#)
- NBC: [NASA announces astronauts in Artemis II mission to orbit the Moon](#)
- FOX: [NASA names crew of first manned mission to Moon in over 50 years](#)
- People: [First woman and Black male astronaut to make 2024 flight around the moon for NASA](#)

CBS MORNINGS >

## NASA astronauts on being selected for Artemis II mission: "We won the astronaut Powerball"

These are the 4 astronauts who'll take a trip around the moon next year

Sign in

NASA's Artemis II Astronauts Crew Announced Meet the Astronauts

## NASA Names Diverse Astronaut Crew for Artemis II Moon Mission

Tech Help Desk Future of Transportation Innovat

SPACE

## NASA names crew for first human moon mission since Apollo

NASA picked its moon astronauts. Here's what they'll do.

Artemis II is the human test drive of the Orion spacecraft.



# Implementation

## TRADITIONAL MEDIA (CONTINUED)

Additional outlets reporting on the announcement: [Mashable](#), [News Break](#).

North Carolina's [The News & Observer](#) highlighted Christina Koch and the [Washingtonian](#) underscored Reid Wiseman's Maryland background.

This traditional media coverage includes 98 television station mentions stories worth an estimated publicity value of \$3.6 million. Coverage includes segments from the following programs: Today Show, The Colbert Show, BBC News at Six, Daybreak, CBS 4 News Sunrise, Newsday, and Good Morning America. Additionally, 338 stories were from Canadian outlets.

Our guests tonight are out of this world! 🌍 #Colbert #Artemis



## IN-PERSON MEDIA

We hosted 161 media participants at the crew announcement. On Apr. 3, at the Johnson, the crew engaged in 34 interviews. On Apr. 4, the crew participated in 63 interviews.

## DIGITAL CONTENT

The NASA.gov [press release](#) published on Apr. 3 announcing the astronaut selection garnered 168,586 pageviews and was 2023's most-viewed press release on NASA.gov, followed by the [press release](#) promoting the upcoming Artemis II crew announcement with 68,525 pageviews. Reddit and Facebook are among the top traffic sources for both releases. The Artemis II feature page was 2023's ninth most-viewed feature with close to 100,000 pageviews.

Notable mention: U.S. House of Representatives Committee on Science, Space and Technology issued a press release applauding the Artemis II crew selection.



# Implementation

## SOCIAL MEDIA

On Twitter in the United States, #ArtemisII trended at #4 alongside the names of Victor Glover and Christina Koch. In Canada, “Jeremy Hansen” alongside #ArtemisII and #NASA were trending at #2.

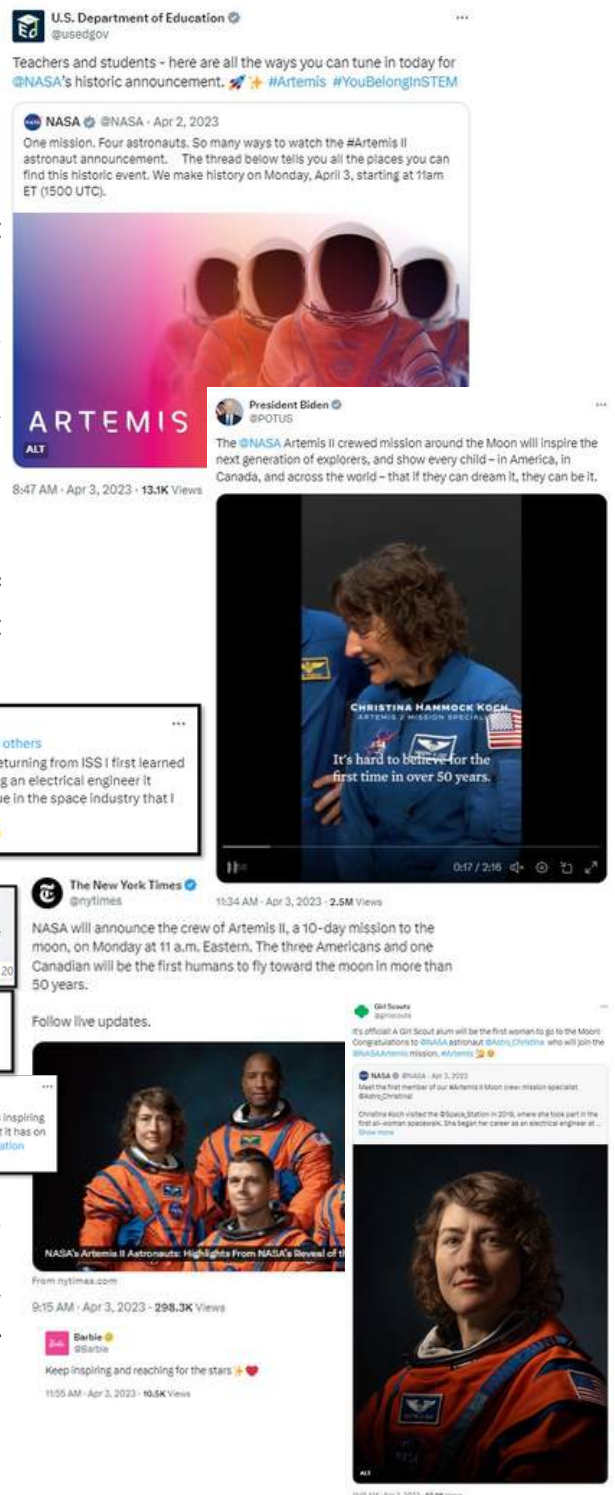
On Reddit’s “Trending today” the Artemis II crew announcement was featured in third place.

@NASA on Twitter shared the portraits of the chosen astronauts as separate tweets, and had a cumulative 35,000 engagements. This is more engagements than the third most engaged @NASA tweet this year.

On NASA’s Facebook, the picture of the Artemis II crew gathered close to 162,000 engagements, making it the most-engaged social media post across the agency in 2023, outside of Instagram. This is also flagship Facebook’s #5 most-engaged post in the past 365 days.

Published on NASA’s Instagram profile, the “passing the phone” video that features all four astronauts has a reach of 3.7 million. This format was also shared as a YouTube Short and has 26,810 views there. On April 4, all four crew members took questions during an Instagram Live which had at least 22,900 peak viewers and over 116,000 comments while live.

Outside of flagship accounts, posts highlighting the four astronauts have gathered over 67,000 engagements. On Twitter, @NASA\_Johnson gathered over 15,000 engagements, followed by @NASA\_Orion with 4,200. On Facebook, Kennedy Space Center gathered close to 13,000 engagements, followed by Johnson with 12,900 and NASA’s Orion spacecraft with 7,400.







# Implementation

## COMMUNITY RELATIONS

**NASA Social** – We invited social media users to register for a chance to take part in our global NASA Social for the Artemis II astronaut naming announcement. NASA Social participants had the opportunity to:

- Meet the Artemis II astronauts
- Tour NASA facilities at Johnson
- Meet fellow space enthusiasts who are active on social media
- Meet and interact with Artemis subject matter experts

There were 38 NASA Social participants including five foreign nationals (four from Canada and one from Mexico). Peanuts and Lockheed Martin were represented in the group as a few of NASA's partners. These influencers helped spread NASA messages by sharing their unique experiences with their diverse audiences. This helped expand the reach of information about the Artemis II mission and crew to new audiences.

**Sarah Plumitallo** @SciencePlum · 1d  
I have so much to say about this phenomenal @NASASocial experience. I spent a lot of my time the past two days soaking it up so that I could really focus on the big picture takeaways.

The biggest takeaway: space is for everyone. NASA is for everyone.



**dungashanti**  
NASA's Johnson Space Center



**Eric Burris** @EricBurrisWESH · 2d  
Did I just learn to fly the @NASA\_Orion? Yes. Did I successfully dock to @NASA\_Gateway? Also yep! #NASASocial



**Samantha Yammine, PhD** @... · 1d  
By the way, behind us in that group picture is a mock up of the Orion space craft that'll take humans on a 10 day journey around the Moon next year — its first crewed trip!

And yes we got to go inside 🤩 here it is 📷



**Paola Rosa-Aquino** @prosaquino... · 2d  
Sorry if I haven't answered emails lately — I spaced out. @NASASocial



**beccadoingthings**  
NASA's Johnson Space Center



**cindylchin**  
Ellington Field/NASA



**NASA Social** @NASASocial · 2d  
What an incredible last couple of days. Our #NASASocial group had the opportunity to explore @NASA\_Johnson, climb inside a @NASA\_Orion mock-up, and even meet the #Artemis II astronauts. Thank you so much for joining us!



**ariana** @ariana\_andrade\_ · 2d  
Moment she cried?

When she touched a moon rock that is ~3.6B years old. 🥹

#NASASocial



3 6 86 4,350





# Implementation

## NASA's Office of STEM Engagement

Houston Independent School District, the largest school district in Texas, brought 50 fourth and fifth grade students and 50 middle school students from underrepresented schools within the district to the announcement. Additionally, 25 students from Clear Creek Independent School District attended the announcement as well. Upon their arrival, they created posters and banners to hold up during the event to congratulate and encourage the Artemis II astronauts, participated in an astronaut meet and greet with a photo opportunity, engaged in a science demonstration and toured the Mission Control Center. The event and accompanying activities provided students with hands-on learning experiences they can use to further their knowledge and understanding of STEM fields.



Students posing with NASA astronaut and Chief of the Astronaut Office Joe Acaba



NASA astronaut Megan McArthur talking to students







# Implementation

## 2023 NCAA Men's Final Four Championship Game

The crew attended the NCAA Men's Final Four Championship game between University of Connecticut and San Diego State at NRG Stadium in Houston, Texas, as a strategic post-announcement appearance. The Artemis II crew was featured both at the game, where over 74,000 fans gathered, and during the broadcast, which had an estimated 11.2 million total viewers on CBS.



American chemist and NASA astronaut Tracy Dyson performed the national anthem to tipoff the game. NASA officials participated in the flag ceremony, including Bob Cabana, associate administrator; Johnny Stephenson, deputy administrator for the Office of Communications; Vanessa Wyche, Johnson center director; Stephen Koerner, Johnson deputy director; Janet Petro, Kennedy Space Center director; Clayton Turner, Langley Research Center director; and Jody Singer, Marshall Space Flight Center director. All 10 Johnson Employee Resource Group chairpersons joined in on the ceremony. Anna Kapiniari, CSA's director general of Space Exploration, also attended the game to cheer on the astronauts and teams.







# Evaluation

The team exceeded all goals and objectives for the event which continues to serve as a model for other centers to emulate around large events. The event resulted in the following successes:

**OBJECTIVE 1 & 2: EXCEEDED.** Raised awareness of NASA's Artemis moon missions by amassing a total number of 668,800 views across external live streaming channels— additionally, a variety of news sources were also streaming the event as part of their coverage. Over 3,000 stories were published on traditional media. Total riser space for media was doubled twice during the design phase to accommodate growing interest.

**OBJECTIVE 3: EXCEEDED.** The #ArtemisII tag was used close to 30,000 times in 2023 across social platforms such as Twitter, Instagram, and Reddit with the majority sentiment deemed positive. Media outlets in the astronauts' hometowns highlighted the crew, successfully reaching young and untapped audiences and allowing them to see themselves in the selected crew.

**OBJECTIVE 4: EXCEEDED.** The announcement demonstrated our strong international partnerships and global alliance under Artemis. Due to our partnership with the CSA, many Canadian accounts have shared Artemis II news including Global News Toronto, The Weather Network, the Canadian Olympic Team, and the Toronto Sun. Prime Minister Justin Trudeau spoke with astronaut Jeremy Hansen in a video shared to social media.



## Impact

NASA's Artemis II crew represents the best of humanity. The mission will pave the way for lunar surface missions, including by the first woman and first person of color, establishing long-term lunar science and exploration capabilities, and inspire the next generation of explorers – the Artemis Generation.

The Artemis II crew announcement inspired and engaged global audiences from several demographics, allowing diverse audiences to relate and see themselves within the crew while also promoting the importance of STEM education for the Artemis Generation. The event and the post-announcement activities generated viral excitement regarding NASA's missions today and encouraged the world that space truly is for all. Through this celebration, the event promoted the possibilities and opportunities for young people to pursue careers in these fields.





# Evaluation







# Evaluation


Canadian Space Agency Retweeted  
**Jeremy R. Hansen** @Astro\_Jeremy · Apr 26  
 Felt so good to be back in Canada with the #Artemis II crew! It was an honour to meet with @CanadianPM Justin Trudeau, local youth and Canadian companies involved in our journey to the Moon. Together, we can write the next chapter of our history in space.



**Dee Osborne**  
 I'm so excited for this mission! Early space travel is etched in my memory. Was glued to the broadcast every night. Made my poor Grandma buy snacks for my lunches based off what the Astronauts were eating in space. It inspired my love of all things Science Fiction; which is becoming more and more our reality. I'm 62 yo now and I'm excited about Artemis II. Safe travels to all of the crew and to the ground controllers who will be managing operations at home. "To infinity and beyond!"







**W I S E M A N**  
COMMANDER


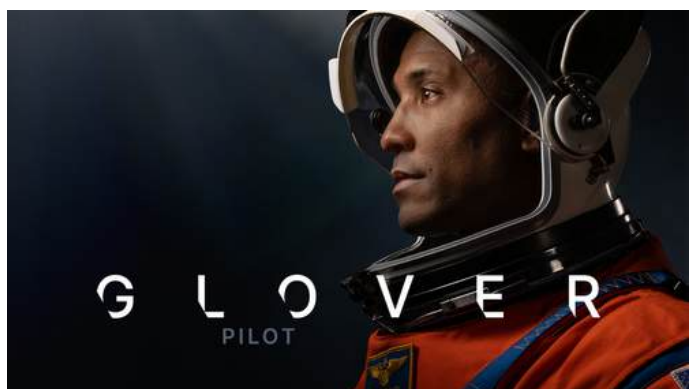
NASA ASTRONAUT  
**REID WISEMAN**  
ARTEMIS II COMMANDER

HOMETOWN  
Baltimore, Maryland

PREVIOUS CAREER  
Captain, U.S. Navy | Test Pilot

SPACEFLIGHT EXPERIENCE  
One spaceflight - 165 days in space

SOCIAL  
@astro\_reid

**G L O V E R**  
PILOT


NASA ASTRONAUT  
**VICTOR GLOVER**  
ARTEMIS II PILOT

HOMETOWN  
Pomona, California

PREVIOUS CAREER  
Captain, U.S. Navy | Test Pilot

SPACEFLIGHT EXPERIENCE  
One spaceflight - 168 days in space

SOCIAL  
@AstroVicGlover




**K O C H**  
MISSION SPECIALIST

NASA ASTRONAUT  
**CHRISTINA KOCH**  
ARTEMIS II MISSION SPECIALIST

HOMETOWN  
Jacksonville, North Carolina

PREVIOUS CAREER  
Electrical Engineer

SPACEFLIGHT EXPERIENCE  
One spaceflight - 328 days in space

SOCIAL  
@Astro\_Christina




**H A N S E N**  
MISSION SPECIALIST

CANADIAN SPACE AGENCY ASTRONAUT  
**JEREMY HANSEN**  
ARTEMIS II MISSION SPECIALIST

HOMETOWN  
London, Ontario

PREVIOUS CAREER  
Colonel, Canadian Armed Forces | Fighter Pilot

SPACEFLIGHT EXPERIENCE  
First spaceflight

SOCIAL  
@Astro\_Jeremy

