

Know Your Earth 3.0 Local Connections
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About NASA Know Your Earth 3.0, Local Connections

The Know Your Earth (KYE) 3.0, Local Connections Project is an educational partnership between twenty-two NASA's Earth-Observing missions and NASA Airborne campaigns. In order to promote this effort, we will be using vendors that manage specific billboard locations in twenty-two US cities. The KYE project team will work with these vendors to educate the public on NASA Earth Science research. In this partnership, NASA will provide the content and the vendors will provide the venue for the mobile public. This educational project will focus on putting our NASA Earth Science messages into the twenty-two cities across the United States. Each mission and airborne campaign has selected a scientist or engineer to be featured, along with mission images and information. These messages, which are for educational purposes, will be shown on billboards in specific locations during April 2013. This effort will coincide with activities that lead up to and after Earth Day 2013.

Project Objectives

- 1.) Promote NASA Earth Science through the use of public media.
- 2.) Highlight the science and research of twenty-two NASA Earth-observing missions and airborne campaigns.
- 3.) Strengthen and increase the exposure of the NASA Know Your Earth Project.

Participating Missions and Airborne Campaigns

ACRIMSAT, AirMOSS, Aqua, Aura, CALIPSO, CloudSat, Discover-AQ, GRACE, GPM, HS3, Operation IceBridge, ICESat-2, Jason-1, Jason-2 (OSTM), Jason-3, Landsat, NPP, QuikSCAT, SAGE III on ISS, SMAP, Terra, and UAVSAR. These missions and airborne campaigns are lead at three different NASA centers, including NASA GSFC, NASA LaRC, and NASA JPL.

History

The KYE project was originally approved by NASA Headquarters Office of Education as a part of the 2009 Senior Review Education/Public Outreach Implementation Plans, which details efforts from FY'10-FY'12. Each NASA Earth-Observing mission and airborne campaign has approval for participation in the Know Your Earth 3.0, Local Connections Project by their respective mission/airborne campaign manager and/or Project Scientist.

The KYE Project has grown from eleven participating missions in 2010 to twelve participating missions in 2011 to twenty-two participating missions and airborne campaigns in 2012. The proven sustainability, success, and popularity of this project are highly evident. Know Your Earth 1.0 and Know Your Earth 2.0 Chicago reached a combined estimate of 75 million people. The estimate for Know Your Earth 3.0, Local Connections is 200 million people. The estimated number are determined by a process called "Eyes-On Impressions", which determine the numbers in an area based upon population, tourism, and commuter travel.