

the Collaborative staff help make LCROSS Impact Night a success October 9-10

Over 1300 people were on site at NASA Ames to watch the lunar impact. Pam Beato-Day of the Collaborative recruited 45 volunteers to support a smooth running 10-hour event. The Collaborative's Education/Public Outreach (E/PO) Team invited Apollo astronaut Charlie Duke to present and he pleased the crowd with his presentation and video footage of his walk on the moon and explanation of why it is important to go back. He made the evening memorable for 30 students who took pictures with him and received autographs. Many members of the Planners team were involved in making this event a success. Included here are some of the highlights.



Live broadcast producer Jesse Carpenter (2nd from left) directs rehearsal with the on camera broadcast host Paul McKim (3rd from left)

Brian Day (below), the Collaborative's Senior Education Technology Product Developer walked the audience through the LCROSS Mission while they watched the animation of this successful lunar

the Collaborative's Senior Photographer Dominic Hart (below) shooting stills for the event



Linda Conrad (above) of the Collaborative was in the Communication Center representing the LCROSS Spacecraft, reporting in the first person regarding its location, speed and other topics as they were coming through from the Science Operations Center. Her tweets were followed by 10,160 people on FaceBook and 12,922 twitter followers. Her work made it into the Trending Topics, the top ten sites on Twitter.

Headed by the Collaborative's Education, Outreach, and Media Services Lead, Barbara Patterson, and assisted by Rebecca Green and Will Shaw, the Collaborative E/PO team planned every aspect of the public event from invited speakers, the Hollywood movies enjoyed throughout the night, food vendors, giant projection screen and equipment, parking plan, operation plan, electrical layouts, and 10 Service Requests.



Eric Land (left) composing background music track for live broadcast