

MEDIA REPORT: OTES space instrument

June 2015

OVERVIEW

The OSIRIS-REx Thermal Emission Spectrometer (OTES), the first space instrument built entirely on Arizona State University's Tempe campus, was completed and shipped to Lockheed Martin on June 25. Significant media efforts were put into place to promote this milestone in order to secure media attention.

MEDIA EVENT SUMMARY

An opportunity for the media to visit ISTB 4 to photograph OTES and interview the team was planned for Monday, June 22. A media advisory was distributed to 114 state news media contacts one week prior to the event. Attendance included seven local outlets, and two communication representatives from UA who oversee the mission's media relations efforts.

SESE Director Lindy Elkins-Tanton welcomed the news media and introduced Professor Phil Christensen (OTES instrument scientist) and Greg Mehall (OTES engineer).

Collateral materials included: OTES fact sheet, SESE fact sheet, and OSIRIS-REx mission materials.

Reporters were invited to gown up and visit OTES inside the ISTB 4 clean room. Visiting the clean room was a unique experience for many of the news media visitors - and they shared their excitement on social media.



Media event attendees

The Arizona Republic

Phoenix Business Journal

KJZZ

KTAR

Fox 10

Channel 12

ASU News



Hayley Ringle @PhxBizHayley · Jun 22
Saying bye to #OTES instrument @SeseASU which will be launched into space to map an asteroid. Story soon.

1 2



Andrew Bernier @sustainablemox · Jun 22
@SeseASU Sure did! Good luck with shipping #OTES off to Denver. @OSIRISREx is all the stronger with it.

2

MEDIA EVENT RESULTS

Each news media outlet that attended the OTES media day published a story:

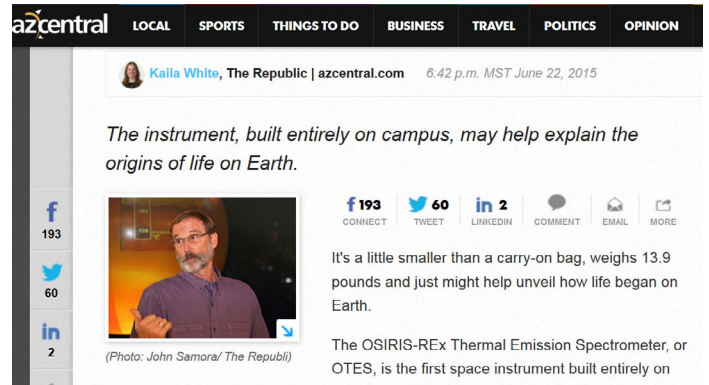
- **Channel 12** <http://www.12news.com/story/news/2015/06/22/asu-nasa-mission-asteroid/29122355/>
- **Fox 10** <http://www.fox10phoenix.com/story/29381460/2015/06/22/asu-and-uofa-work-on-asteroid-exploration-mission>
- **KTAR** <http://ktar.com/22/1844384/ASU-scientists-readying-part-for-UAbuilt-spacecraft>
- **KJZZ** <http://kjzz.org/content/156360/asu-built-space-instrument-part-nasas-osiris-rex-spacecraft>
- **Arizona Republic**
<http://www.azcentral.com/story/news/local/tempe/2015/06/22/nasa-asu-space-bennu-asteroid/29136751/>
- **Phoenix Business Journal**
<http://www.bizjournals.com/phoenix/blog/techflash/2015/06/asu-builds-1-billion-instrument-to-collect-first.html?ana=tw>

Additional noteworthy media mentions include:

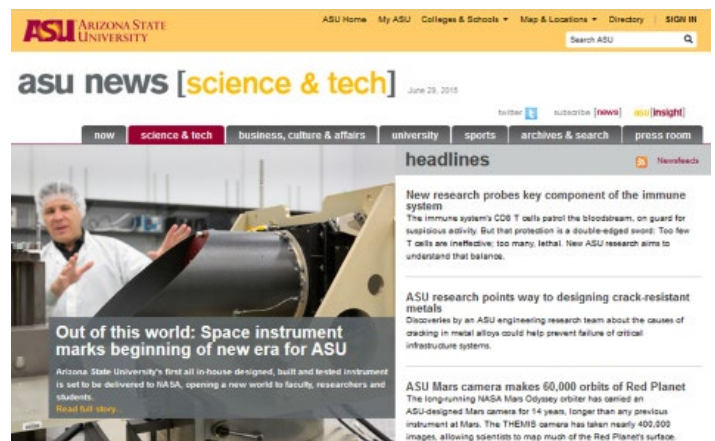
- MyFox DC June 22
- MyFox Atlanta June 22
- NASA release (PR Newswire) June 26
- UA News
- Lockheed Martin June 29
- Colorado Space News June 26 NY City News

ASU MESSAGING

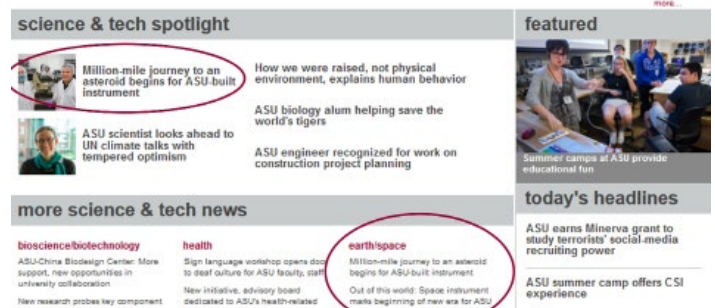
ASU published two stories timed to coincide with the departure of OTES. The first story went live on the day of the media event. It's purpose was to highlight ASU's unique ability to design, build and test space instruments on campus, elevating the university to among a handful of universities that can perform these functions according to NASA guidelines. The second story coincided with the arrival of OTES at Lockheed Martin.



<https://asunews.asu.edu/20150622-space-instrument-new-era-asu>



<https://asunews.asu.edu/20150626-otes-ships>

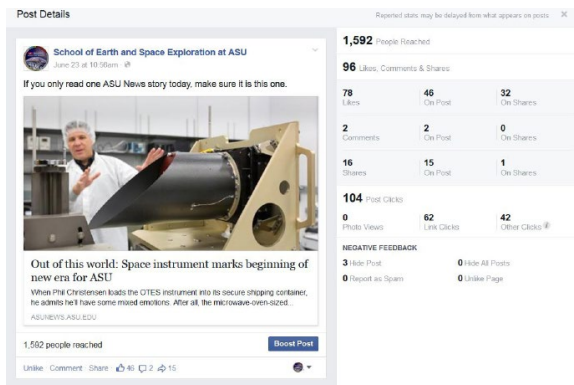


SOCIAL MEDIA ANALYSIS

Facebook	
OTES related-posts	11
Reach	~7,300
Engagement*	~800

*Clicks, likes, shares & comments

Screenshots of analytics for the three most popular Facebook posts:



Twitter:

Of the 47 original tweets containing #OTES, 22 were from SESE. A total of 72 tweets had a reach* of ~200K, with timeline deliveries approaching 300K.

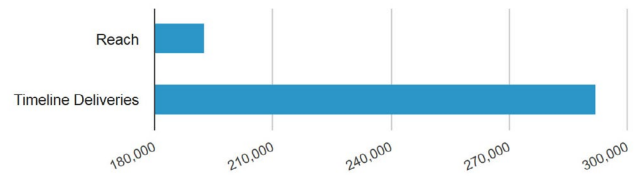
*Reach is the number of unique individuals who received timeline deliveries of hashtagged messages. Timeline deliveries represent the total possible number of times someone could have viewed a particular message and provide an idea of about how broadly the message has been circulated.)

Activity

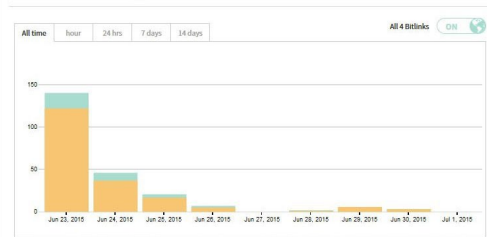


	Total	%
Original Tweets	47	65.28%
@Message Tweets	4	5.56%
Retweets	21	29.17%
Total Tweets	72	100.00%

Exposure



TRAFFIC



GEOGRAPHIC DISTRIBUTION OF CLICKS



Top Countries (clicks / % of total)	Clicks	%
United States	164	86%
United Kingdom	4	2%
Qatar	3	2%
Japan	3	2%
Germany	3	2%
Canada	3	2%
India	2	1%
Israel	1	0.5%
Romania	1	0.5%
Costa Rica	1	0.5%
+6 more		