

CCMC Models and the Heliophysics Story

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The Heliophysics Story

- From the sun to the heliopause and beyond
 - *New research*
 - *Mission stories*

Communications Process

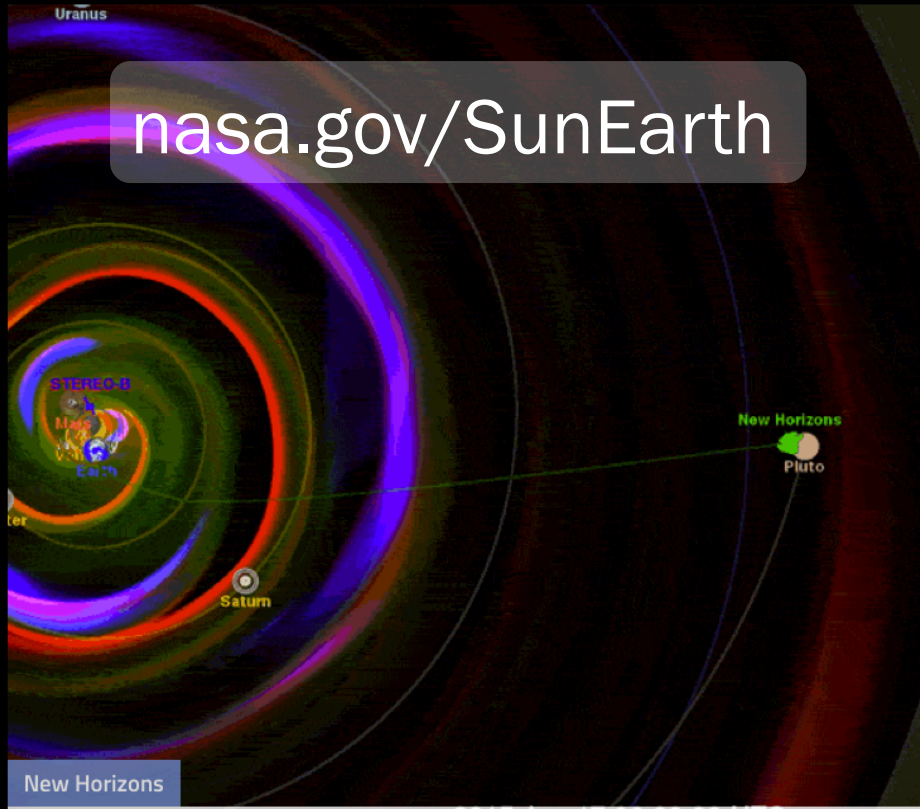
- Get story from science/mission team
- Decide on best format for this story
- Produce and fact check with scientists
- Approval by Goddard Office of Communications & Heliophysics Science Division at NASA HQ

Communications Products

- Web features
- Image features
- Videos (narrated or not)
- Infographics
- Animated GIFs
- Flickr albums

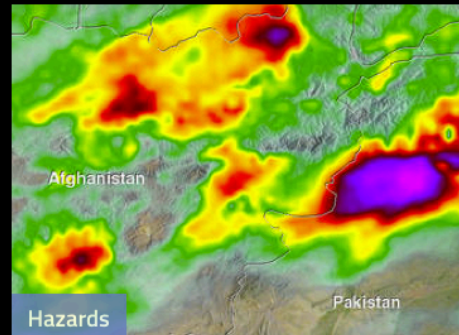


nasa.gov/SunEarth



New Horizons

2015 Apr 17 06:00:30 UTC
NASA's New Horizons Fills Gap in Space Environment Observations



Hazards

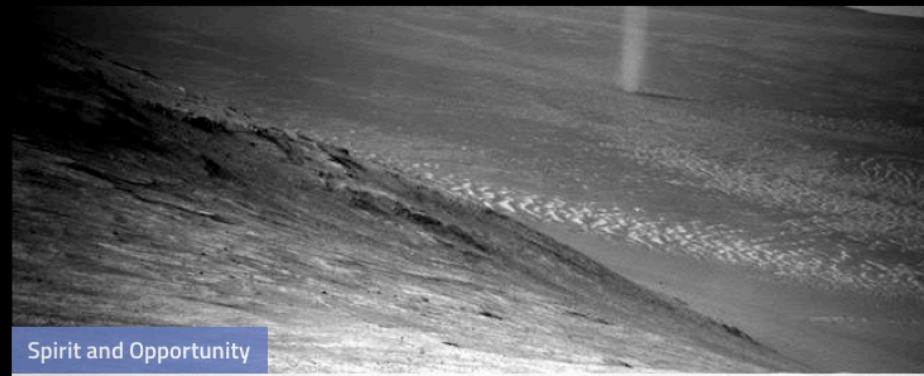
NASA's IMERG Measures Flooding Rainfall in Pakistan

NASA Events
Friday, April 8: Launch of SpaceX Resupply Mission to Space Station, 4:43 p.m. EDT (NASA TV Begins 3 p.m.)

03 : 02 : 20 : 57

Thursday, April 7: "What's On Board" – SpaceX CRS-8 Science and Technology Briefing, 12:30 p.m. EDT, NASA TV
Thursday, April 7: SpaceX CRS-8 Prelaunch News Conference, 3:30 p.m. EDT, NASA TV

Calendar Launch Schedule



Spirit and Opportunity

Opportunity's Devilish View from on High

Social Media

- Our biggest single source of traffic
- Most followers don't click through
- Images are essential

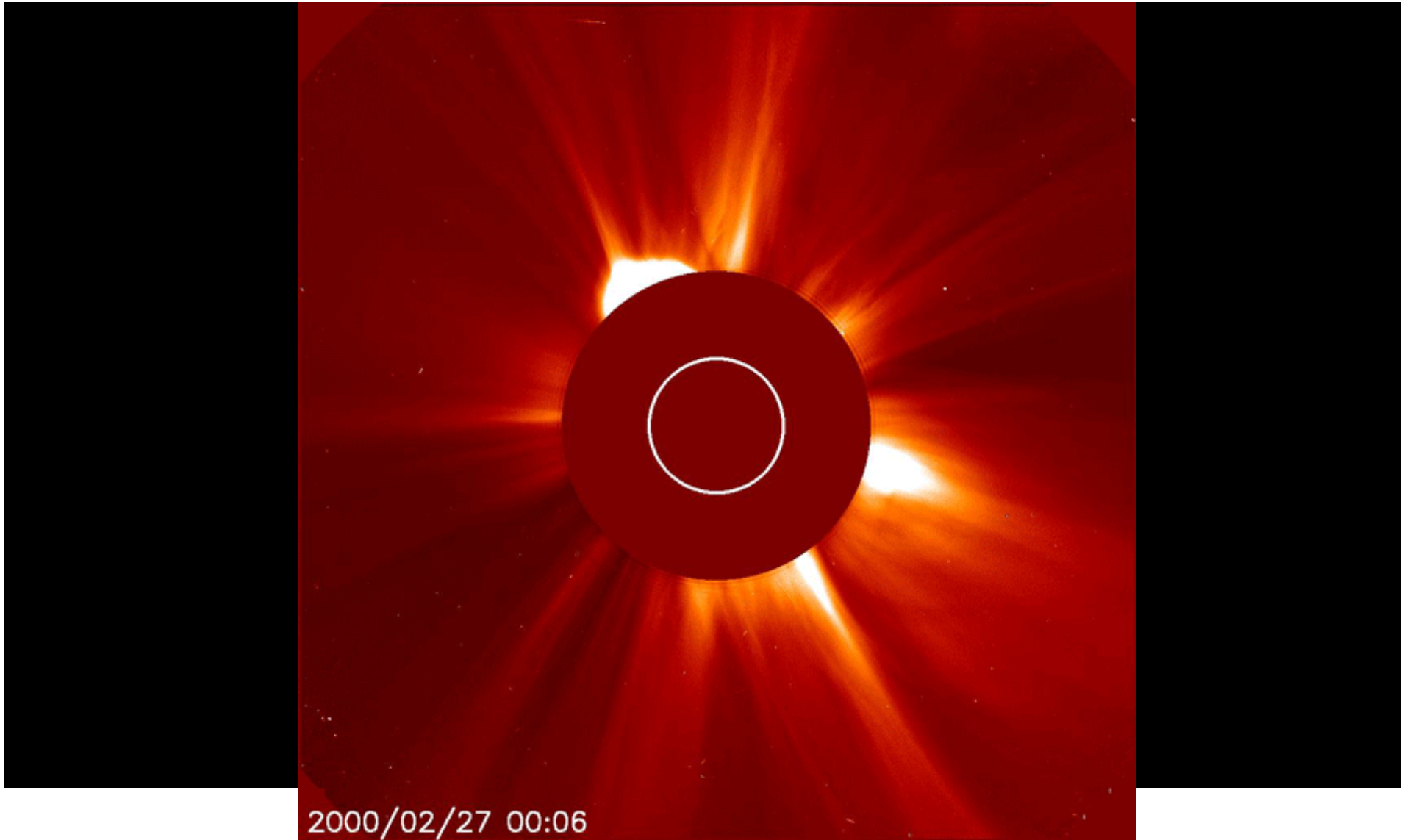
 @NASASunEarth

How We Use Models

- Explaining the sun-Earth connection
- Showing how we use data
- Illustrating the invisible

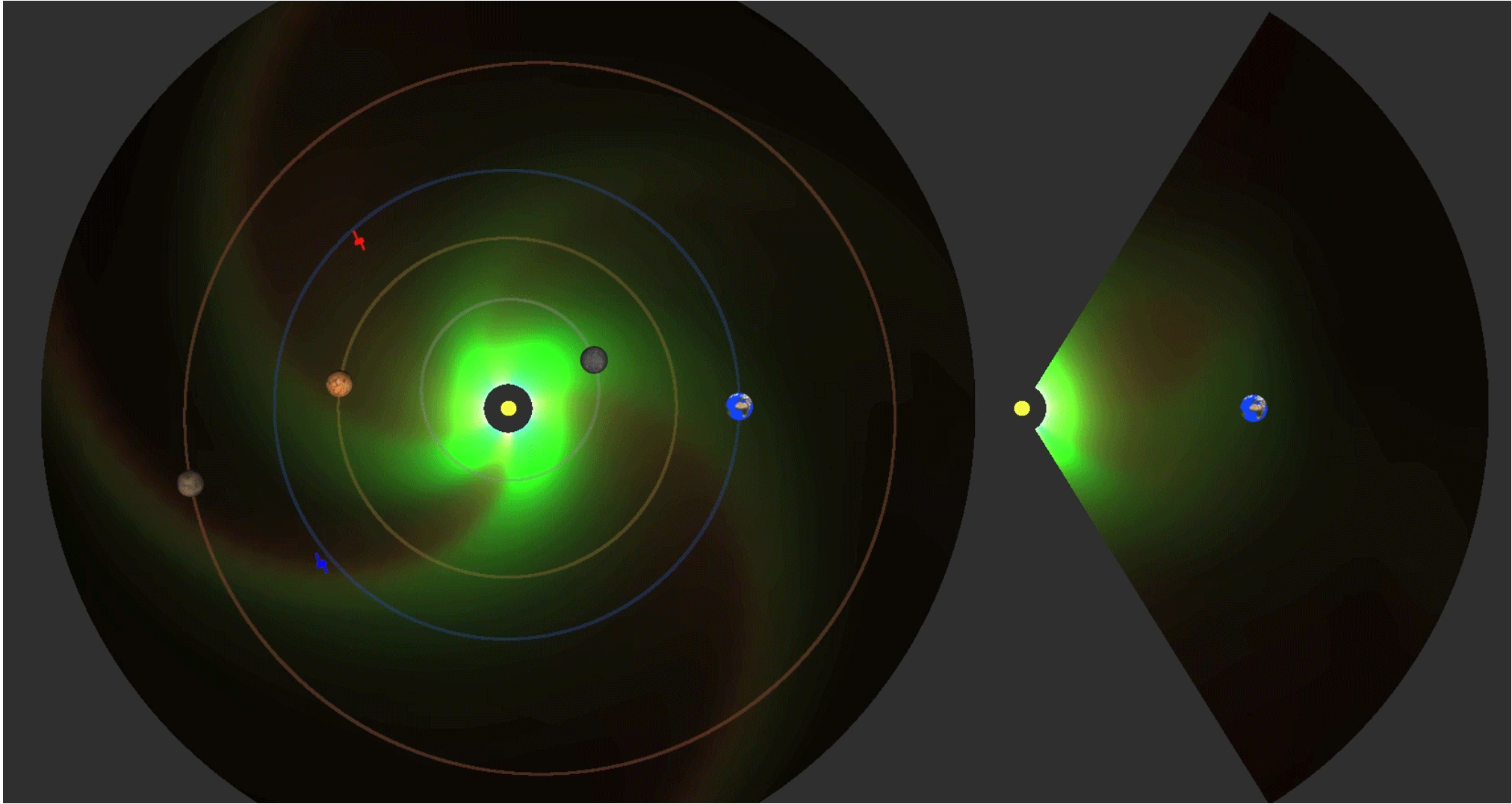
How We Use Models

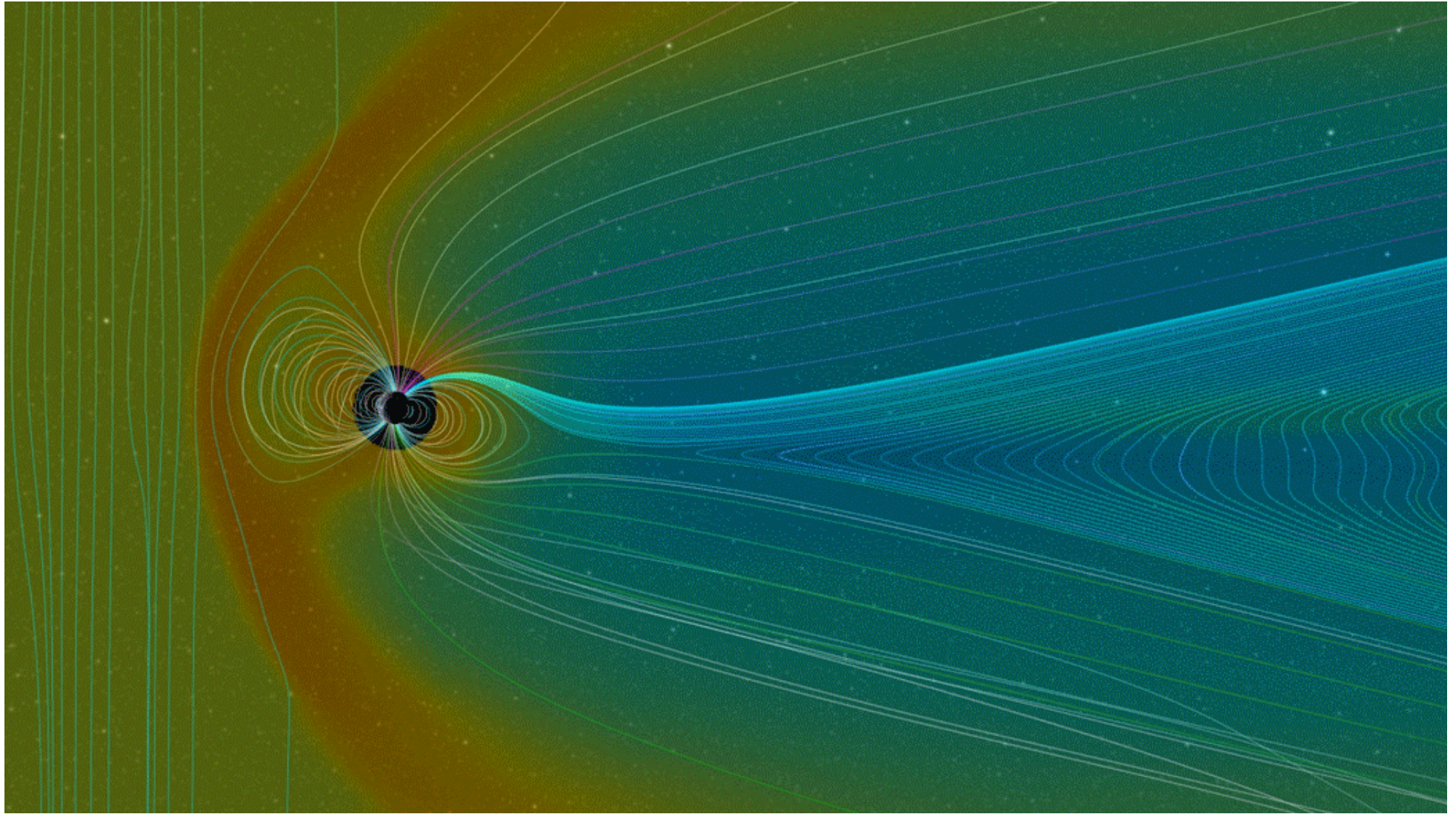
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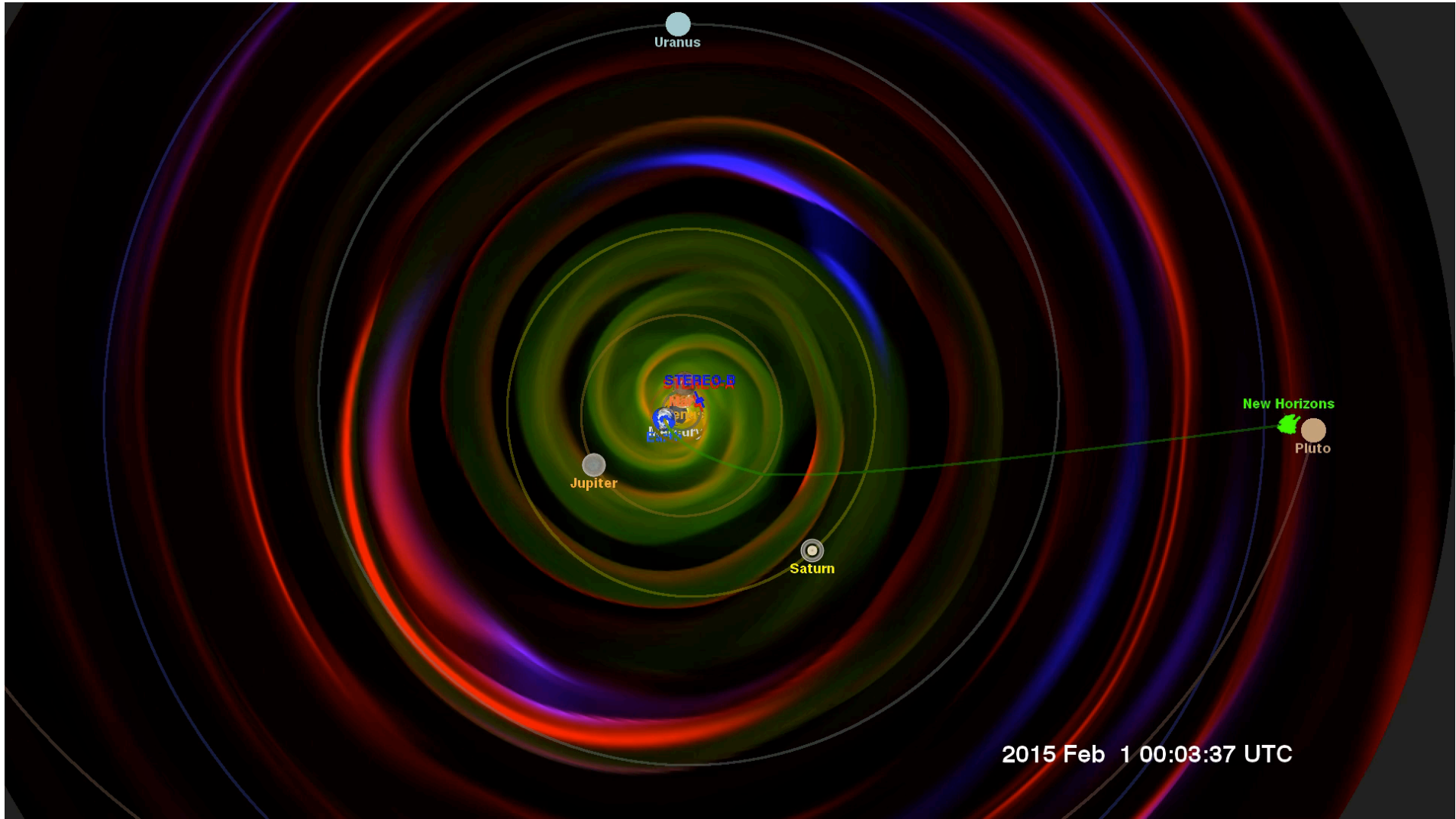






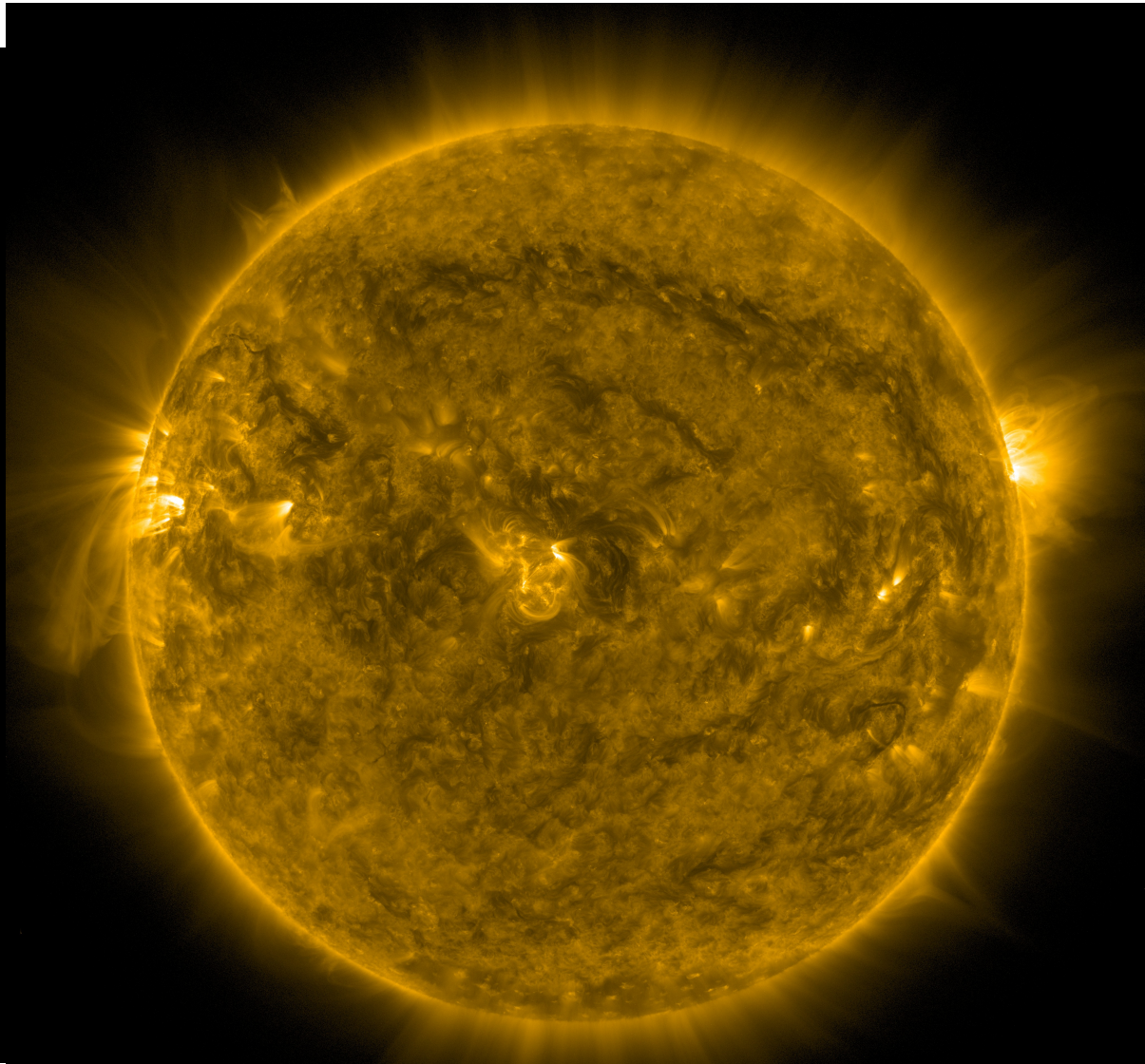
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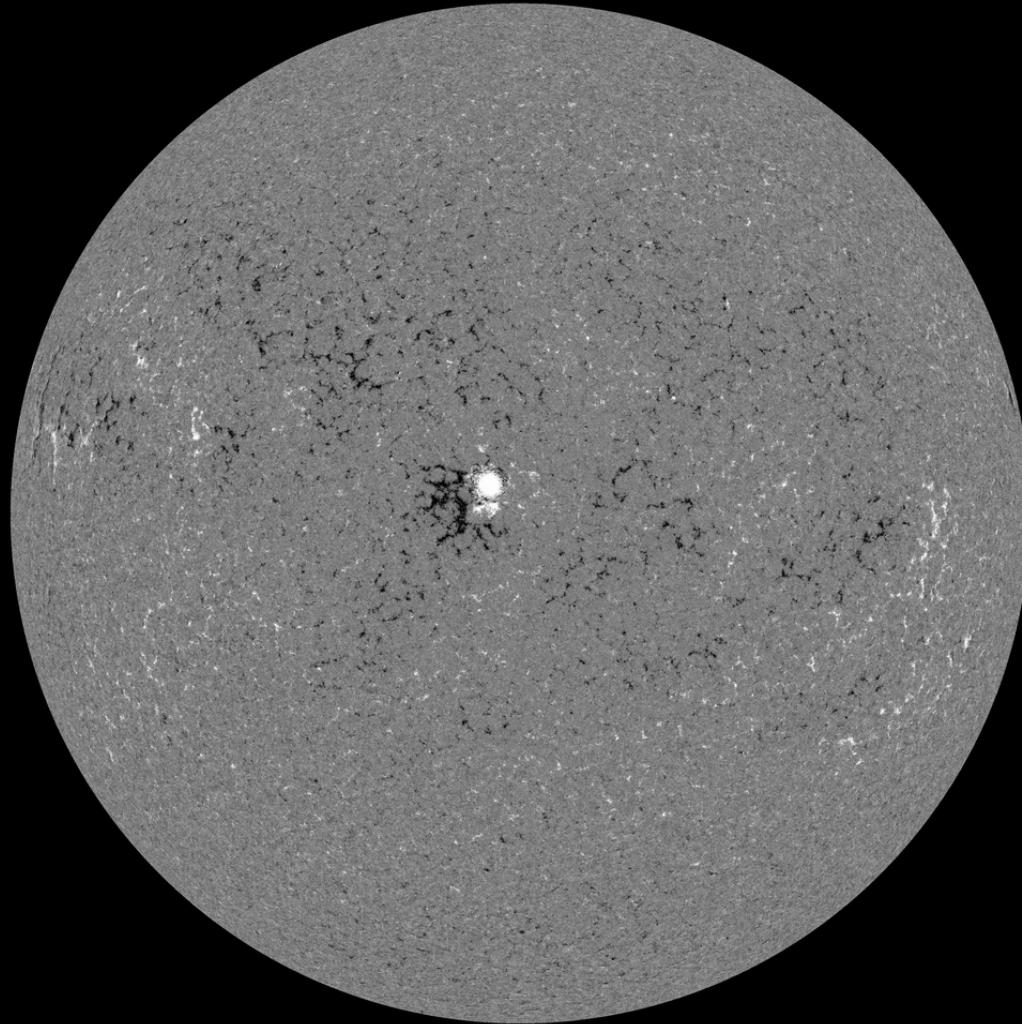


How We Use Models

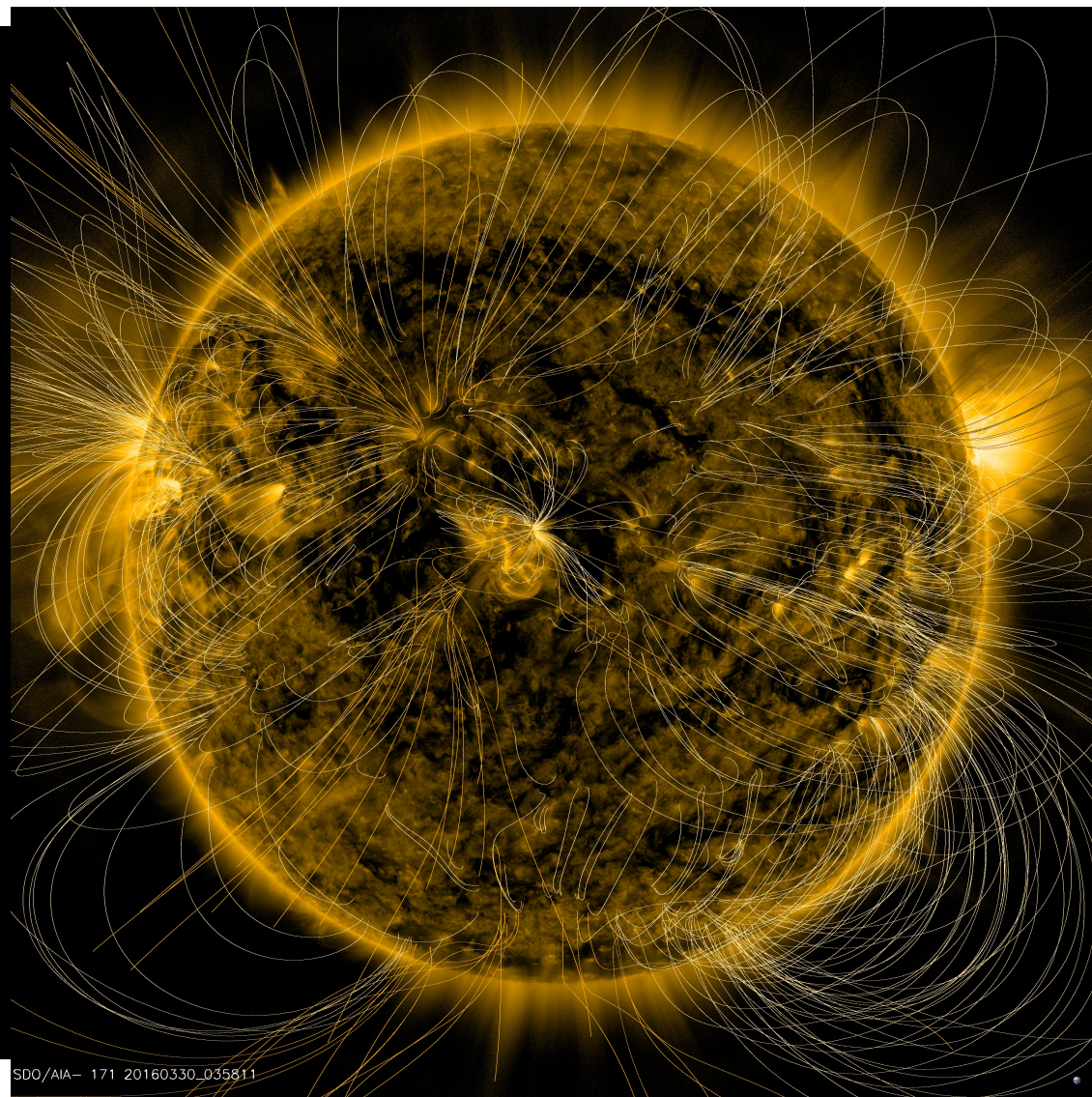
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- **Illustrating the invisible**



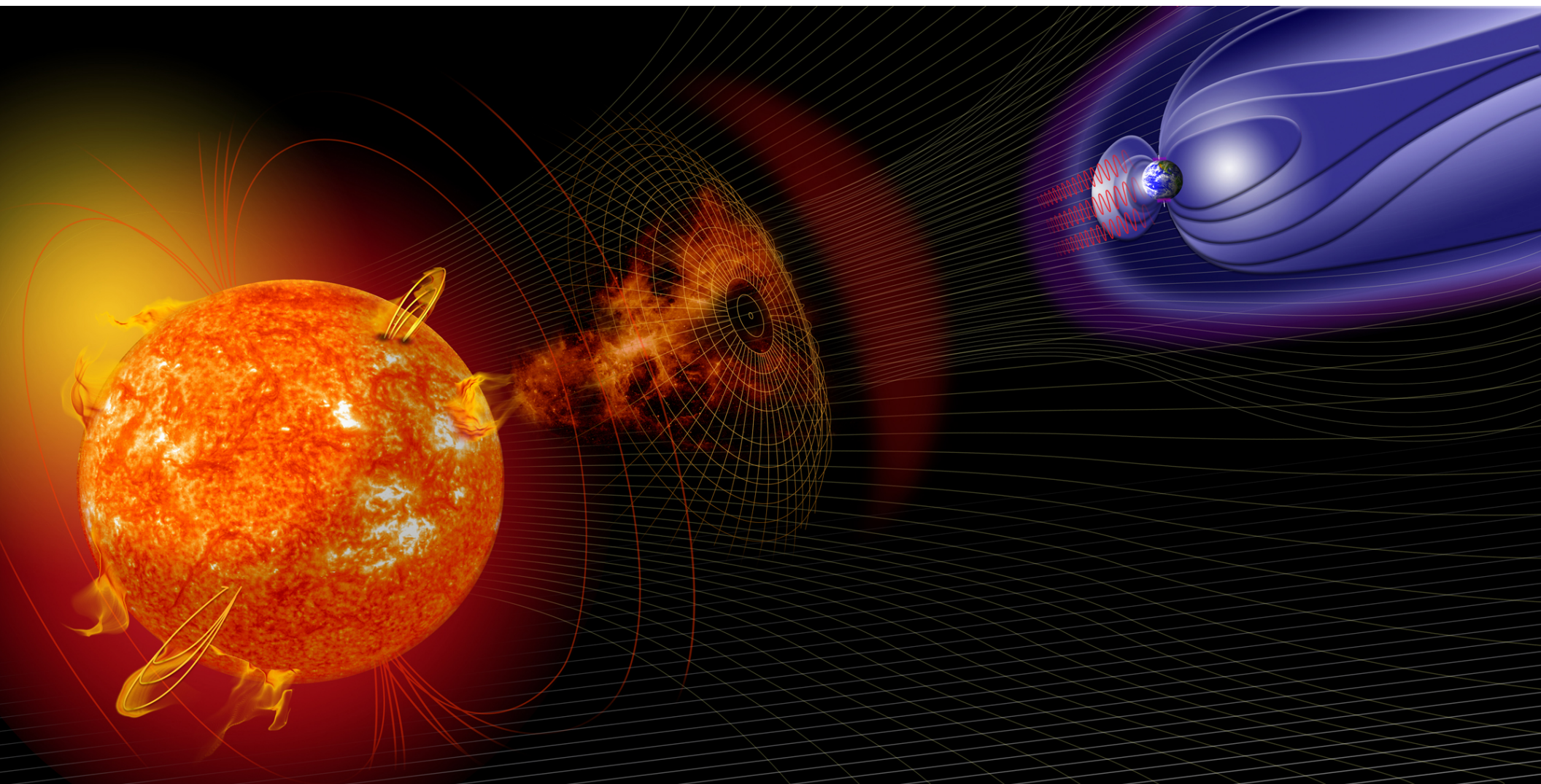
SDO/AIA 171 2016-03-30 03:57:23 UT



SDO/HMI Quick-Look Magnetogram: 20160330_040000



SDO/AIA - 171 20160330_035811



CCMC Models and The Heliophysics Story

- Communications process outline
 - *How we create products*
 - *Where we publish and promote*
- Using models in communications
 - *Explaining connections*
 - *Illustrating the invisible*



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