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YOUR GAS EXPERIMENT AND THE MEDIA

or - why does that other can get all of the publicity?

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ABSTRACT

NASA has flown almost 100 GAS cans. Only a few of them are remembered by the general public, including the "snowflakes in space" from STS-6, "ants in space" from STS-7, and CanDO from STS-57. Why do some GAS cans get all of the publicity, while others are barely mentioned in press conferences, press kits, and on NASA Select during the mission?

How can you make sure your GAS can gets as much attention as the others on your flight? And why is it important for you to make sure the public finds out about your activities.

Writer Philip Chien has covered the space program since 1983, and is a regular participant in GAS press conferences. This paper will use STS-57 as a case study showing why some GAS cans got more publicity than others. The paper will offer advice for upcoming GAS payloads and how to prepare your press kits and other handouts.

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