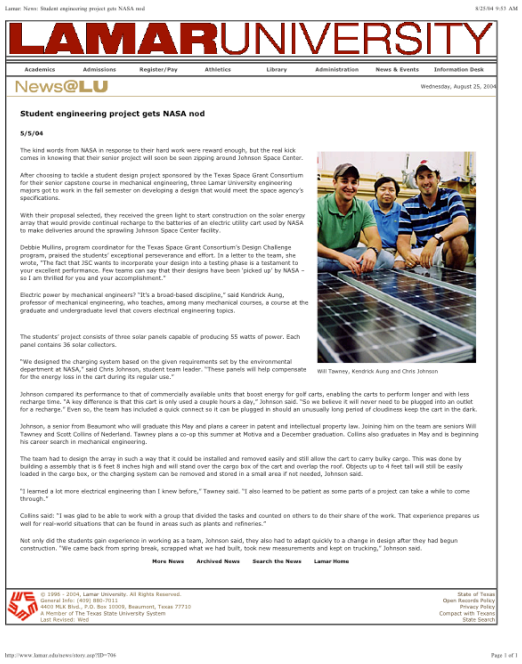
You may not realize it, but local press, university press, and hometown press markets may be interested in running a story that profiles your design team as a local effort involved in a project linked to NASA. Contact your College of Engineering, department, university or hometown press to see if they are interested in spotlighting your team's work.


LAMAR UNIVERSITY

News@LU

Student engineering project gets NASA nod

5/5/04

- Local press coverage might include a small article profiling the team in a city paper or spot on the local television station news.
- University press coverage may cite team accomplishments in a university-wide publication, alumni magazine, college bulletin, departmental newsletter, or student-run television or radio station.
- Hometown coverage is a good way to profile the accomplishments of the team through its association with a team member's hometown connection. Both large and small-town communities often run public interest stories of homegrown students and their accomplishments.
- Many traditional print publications now have web-based news units that either mirror the print-news or act as a stand-alone supplement to the printed press.

aquarius

mission & project info : mission summary

**How does the team get press coverage?**

- Send a press release to any of the above news outlets - - either via email or snail mail - - to see if you can generate interest covering your team.
- Designate one team member as the team's "press agent." He/she might call publications and offer them a story on a local design team working on a NASA project involving Mars Exploration, the International Space Station etc.
- Contact the university's alumni magazine to see if it is interested in running a story on the team.

**Why would the team want press coverage?**

- It's cool to see the team's accomplishments written up in a public forum.
- Your parents will be proud!
- TSGC loves seeing its students/teams get attention for involvement in its programs.
- Resume value.