



**Space Renaissance International - 2nd World Congress - September 2016**

**Theses 4: SRI Media Strategy**

**Communications Proposal for the Space Renaissance Initiative**

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# 1 Premises

## 1.1 Scope of this document

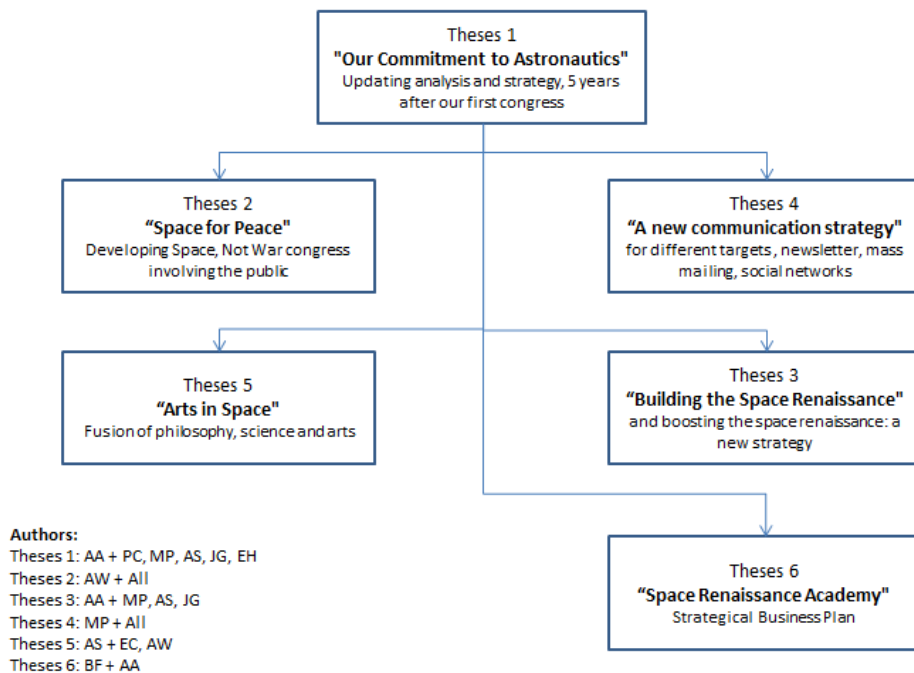
The scope of this document is to provide a new communication strategy for Space Renaissance International.

## 1.2 List of revisions

revision	date	author	reason for review
1.0	August 8th 2016	M. Perez	First issue
1.1	August 11th 2016	A. Autino	- Added Premises

## 1.3 SRI 2nd Congress Documentation Tree

SRI 2<sup>nd</sup> World Congress 2016 – Documentation Tree



**Note:** the authors are indicated as "at least", all contributes are very welcome

Figure 1. The Congress Documentation Tree



## **2 A new communication strategy is required**

This proposal is a general description of what, why, who and where new communication is needed to support and promote the objectives of SRI and its national chapters. Traditional communications strategies are limited to known individuals and communities, which are mainly segregated along specific preferences and alliances. In that sense, we are dealing with a very limited population that only grows by personal invitation. But the Space Renaissance actually goes beyond these known individuals and groups, and requires us to cross mental, professional, digital, and physical borders to share our dreams, passions and philosophy with innovators and younger generations who also wish to go to the stars.

### **2.1 The goal: to reach new communities which use different lexicons**

Thus the proposal builds upon the concept of reaching new communities who might not share our lexicon, acronyms, or even knowledge of basic space development parameters, yet have taken what they have learned from science fiction cartoons and movies and established a desire to know what extraterrestrial existence might be like. Thus, we need to educate as we communicate. For this we must use:

- Our educational branch, the SRI Academy,
- the philosophical guidance offered by Space Renaissance Initiative, and
- the promotional and advocacy activities that will be executed by each national/regional chapter.

### **2.2 Language and meaning of many words have changed in the past 50 years**

The most important element here is the understanding that language and the meaning of many words have changed in the past 50 years. Thus, corporate, scientific, student, and other initiatives will mainly use the vocabulary and language most common to their location and members.

## **3 Key concepts and tools**

### **3.1 Renaissance is an open sharing of ideas and initiatives across different fields**

**SRI Academy**, as mentioned above, is a key element of our new communications strategy. By educating people in the different aspects of the Space Renaissance, we will get needed funding and have a natural voice for academics worldwide. One critical aspect will be promoting the understanding that the Renaissance is not composed of closed specialties, but of open sharing of ideas and initiatives across different fields.



### 3.2 Earthbound logic might not apply outside Earth's atmosphere and gravity well

In addition, we will train individuals to understand that earthbound logic might not apply outside of the Earth's atmosphere and gravity well.

### 3.3 SRI leaders to be easily identified by the public

Our **email structure**, which is being unified, should also allow for SRI leaders to be easily identified by the public. "Keep it short and simple" is good advice for speeches and documents, as well as for email addresses. This is why I suggest we simply do what other organizations do:

[username@spacerenaissance.org](mailto:username@spacerenaissance.org), or

[username@XX.spacerenaissance.org](mailto:username@XX.spacerenaissance.org)

which will be simple enough. We should also consider having someone in charge of our email services to ensure they run smoothly as we use them more intensely.

### 3.4 Communications coordination

Communications coordination is critical in this new stage.

#### 3.4.1 Working in different time zones

Working with individuals in **different time zones** is difficult. We need to build in "waiting periods" for responses from individuals who might be asleep when we have a question.

#### 3.4.2 Different email lists

The different **email lists** will also require restructuring in the coming months simply due to the natural increase in communications that a growing number of active participants will bring with it. Board members, advisors and even special project volunteers all have specialized needs in the communications they wish to receive and we should be aware of this.

#### 3.4.3 Coordination based on National Chapters daily communications

**National Chapters** can easily generate daily communications that will require our leadership team to select carefully what they will be dedicating their time to.

#### 3.4.4 Collecting information and scheduling activities

Yet there will also be a need for a team to serve the role that SRI's president is taking on right now: that of collecting information and ensuring that specific individuals get the necessary information and act on it in a timely manner.



### 3.5 Open exchange of appropriate ideas, establishing secure forums

Open exchange of appropriate ideas is key for reaching different communities.

For one, we need **to establish secure forums** (an Academy function, maybe? Or a private Facebook page?) for the exchange of ideas and proposals, one that is open to all SRI members and that respects privacy, transparency, freedom, community and equality.

SRI will pick and choose ideas from the forums and get permission to promote them in our newsletter.

Special Note: privacy and respect for intellectual property will be critical for these forums.

#### 3.5.1 Space Renaissance Cloud for students

USA Students, for example, will have their own “**SR Cloud**” available in which to discuss things that interest them.

#### 3.5.2 SR Tech Cloud

Old time space advocates will probably establish a more technical “**SR Tech Cloud**” in which we than discuss alternatives and trade-offs, in real time, of issues in the space development field.

#### 3.5.3 SR Business Forum

A “**SR Business Forum**” should also be created for members to identify commercial opportunities and discuss developments that could affect their interests. This forum would serve to help advocacy efforts of different national chapters.

### 3.6 National SRI Newsletters

National SRI Newsletters should address national interests and promote ideas that attract innovators and space enthusiasts in their area. These newsletters should incorporate ideas from local members, and be written by local teams that use non-specialized terms to present new ideas and concepts to readers.

### 3.7 The International SRI Newsletter

The International SRI Newsletter should continue presenting philosophical arguments and ideas, and should include short briefs on what is going on in the National Chapters (concerns, issues, and actions – whatever affects that chapter).



### 3.8 A specialized Communications Protocol

We need to develop a specialized **Communications Protocol** for SRI, where we define what words we will use in our communications, and which we should never utilize. A **searchable SRI “lexicon” or wiki** should exist so that we understand what we mean when we use specific expressions. This will also help us identify expressions that mean something different to younger generations, and words that should not be used due to their international political implications.

Special Note: Some chapters will and should use their own region’s language(s), though we are presently utilizing basic English for international and coordination purposes.

### 3.9 Agree to Disagree

National Chapters and individual members will occasionally have different positions, beliefs, predictions and interests. The Renaissance is by definition a time of change and disruption, so we should all agree to disagree and accept that differences will arise regularly. Once again, **the values of respect, privacy, freedom, transparency, community and equality should guide us.**

### 3.10 Social Media

**Social Media** is key to our expansion. But we need to understand that Social Media, as part of the Renaissance, is still evolving and transforming itself and the world. The following suggestions are for mid-2016, and for North American and European English language communities. When a specific service or product is mentioned here, please think of the purpose and functionality of the service or product and if there is a more popular software or app in your part of the world.

#### 3.10.1 Facebook

**Facebook** is our main tool at this time. This service is presently used for national chapter and SR Initiative promotion and general communications. Facebook is a wonderful multi-lingual platform that can serve many purposes, including education and advocacy at very low or no cost. One risk is that the proliferation of advertising and other promotional services within the platform could make young people stop using Facebook. This would limit the effectiveness for promotion of SRI, but it would still remain useful until a new, similar, platform grows in popularity and we make use of it.

#### 3.10.2 YouTube

YouTube is our public video platform , and our YouTube videos will probably be utilized in the Academy’s promotional and educational activities. Each chapter can have its YouTube account and produce videos in its region’s language(s). There are other video platforms available, but they do not have the promotional power of YouTube.



### 3.10.3 SRI and chapter webpages

SRI and chapter webpages have been unified and serve a key information and public presence function. The strategy is to handle these pages under SRI coordination. Webpages are static, and so do not attract as many new views as Facebook and YouTube or other social media platforms, so we use social media to get people to visit our website and sign up as members.

### 3.10.4 SRI media coordinator

SRI and each chapter will need a media coordinator if we are to expand our communications efforts and reach, since Facebook alone requires daily attention. For this reason, Facebook, YouTube, spacerenaissance.org and our SR mailing lists should be our primary focus for social media until a media coordinator is available. In the case of Twitter and Google+, a presence there can be maintained via YouTube Video automatic posting on both channels.

### 3.10.5 LinkedIn

LinkedIn should be used more aggressively, since it is a platform for professional exchange, but this would require dedicated information/media managers. For now, minimal presence with occasional posts should be enough.

### 3.10.6 Special events

Special events should be promoted on all available social media channels, both to increase exposure and attendance at the event, as well as to experiment and find out which social media platforms are best for us. Reddit, blogs, etc. are very effective for some groups, but they require a lot of dedicated man-hours to manage properly.

### 3.10.7 Email marketing via special lists

Email marketing via special lists is another important tool that we should try to implement once we have the person to coordinate it. The use of services such as MailChimp, ConstantContact, GetResponse, InfusionSoft, etc., is critical for mass emailing, but is not simple.

### 3.10.8 Peer to peer networking

Another communications strategy that we are proposing and will test in the USA is **peer to peer networking (personal contact)**: by offering free student memberships in SRI-US and utilizing student clubs and organizations as a means of spreading our ideas and vision among this new generation, these new members will invite their friends.



## 4 Special note and conclusion

Special Note: Student members will require dedicated handling and attention, but they will only receive our digital services and use of our “SR Cloud” for sharing information, ideas and proposals.

To conclude, the proposal is that SRI utilize predetermined targeted social media services as we grow, and to leverage existing resources to make best use of the selected social media alternatives to contact new segments of the population who might want to be part of the Space Renaissance Initiative.

Manuel Perez, President of SRI-US