

# 1996 Results

<u>'96 MAJOR EVENTS</u>	<u>Date</u>	<u>Attendance</u>
WESTERN FARM SHOW, Kansas City, MO "Space Benefits theme exhibit. Note: articles in Kansas Farmer, Missouri Ruralist, High Plains Journal, & the Kansas City Star. Live NASA TV and sessions by PI for several MTPE.	Feb. 24-26	24,000
AMER. PHARMACEUTICAL, Nashville, TN "Space...Building A Better World" theme exhibit Note: Marshall personnel from the Microgravity Projects Office and Space Sciences Laboratory participated in one-on-one roundtable discussions at the Basic Sciences Breakfast. Microgravity Office provided staffers. 2.5 hour seminar presentation offered at next year's convention in Los Angeles.	Mar 9-13	2,500
NAT'L SCIENCE TEACHERS ASSOC., St. Louis "Space...Building a Better World" benefits exhibit Note: Code F request	Mar 28-31	15,000
NATIONAL SCHOOL BOARD, Orlando, FL "Space Building A Better World" theme exhibit	Apr. 13-15	15,000
GULFPORT; SLIDELL; BATON ROUGE EARTH DAY Space Station trailers Note: Per Stennis request.	Apr. 13-21	18,000
LINCOLN, NE Space Station exhibit trailers Note: In cooperation with state AARP and museum staff. School visits.	Apr. 25 - May 4	11,000
TATE MUSEUM, CASPER COLLEGE, WY Space Station exhibit trailers Note: In cooperation with state AARP and museum staff. Local school visits.	May 5-8	12,000
DENVER MUSEUM OF NATURAL HISTORY Space Station exhibit trailers Note: Denver area visits by Aerospace Education specialists and arranged field trips from local schools.	May 10-16	15,000
AARP CONVENTION, DENVER Space Station exhibit trailers, theme exhibit Note: MSFC exhibits formed the backbone of the 70'x70' display. Short presentations given by NASA people in the lecture area on a broad range of topics ranging from telemedicine to the environment. JPL provided planetary exhibit with demonstrations on how to "surf the net" to access space photos. Headquarters provided displays on Spacelink and "Ask a Scientist," as well as highly successful	May 21-23	7,800

education demonstrations on rocketry, space suits, etc. A live downlink from the current space mission was broadcast on a large screen television. Executive Director of AARP given personal tour of the NASA area. His staff later reported that "NASA was all he talked about the rest of the night." NASA Administrator Dan Goldin and AARP's president elect hosted a reception in the exhibit for approximately 120 VIPs. Among those attending were AARP Board members and officers, Robert F. Kennedy, Jr., Astronauts Storey Musgrave and Larry DeLucas, and many of the AARP delegates. During remarks at the onset of the reception, the AARP president elect thanked NASA for taking part in the convention and drew loud applause when he enthusiastically stated "NASA should be a part of all our future conventions." When Mr. Goldin took the podium, he drew like applause by assuring the AARP that NASA WILL BE at future conventions. The NASA/AARP relationship was further enhanced May 23, when a group of 45 school children and their teachers toured the exhibit. This school visit was jointly hosted by Mr. Goldin and Dr. Margaret Dixon, newly sworn in president of AARP. Astronauts Musgrave and DeLucas were stationed in the Space Station's Habitation and Laboratory modules to explain "living and working in space" to the schoolchildren. The day before, Musgrave and DeLucas had given back-to-back educational presentations to about 300 AARP delegates in the exhibit hall presentation area.

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AFL-CIO UNION INDUSTRY SHOW, LAS VEGAS Space Station exhibit trailers Note: in conjunction with I'nat'l Brotherhood of Electrical Workers	May 31-Jun. 2	19,550
AEROSPACE AMERICA, OKLAHOMA CITY Space Station exhibit trailers Note: one local radio and two TV live interview conducted	Jun. 14-16	13,600
'96 EXPO - SUMMER OLYMPICS, ATLANTA Space Station exhibit trailers Note: per Code M and JSC request. JSC, MSFC, HQ and KSC provided staffers. Questionnaire developed to measure awareness of Station program.	Jul. 1-Aug. 4	110,000
OSHKOSH AIR SHOW Seven staffers, various models and RLV hardware	Aug. 1-7	85,000
<b>'96 MINOR EVENTS SAMPLER</b>		
Cumberland Science Museum, Nashville 1:10 HST, Hubble display	Jul. - Dec.	125,000
Chicago Museum of Science and Industry 1:10 Saturn V model	Jan. 11-Apr. 30	38,000
West Hartford Science Center of Conn. Historic models	Jan. 2 - July 1	68,500

'96 MINOR FY96 EVENTS SAMPLER (cont)

NSTA education event, Rapid City, SD Spacelink display	Feb. 10-11	2600
Alabama and Huntsville Space Weeks Model support to local schools	Mar. 11-15	13,000
Cumberland Science Center Several 1:48 historical rocket models	Mar. 1 - June 1	34,000
Chattanooga Challenger Center Models	Mar. 27	125
Oakwood College Alumni reunion, Ala. Mobile Shuttle	Apr. 5-7	8,000
Calhoun Comm. Coll. grand opening Spacelink display, Shuttle model	Apr. 8-12	4,500
Columbia State University Open House Mobile Shuttle	Apr. 17-19	1,000
Nat'l Council of Teachers of Math, San Diego Spacelink display	Apr. 25-27	1,600
Technology and Business Expo, Huntsville RLV exhibit, Space Flight Awareness panels	May 14-15	4,400
AIAA Joint Propulsion Conf., Orlando RLV exhibit and Propulsion hardware exhibit	Jul. 1-2	1,300
Congressional Hearing, Calhoun College Spacelink exhibit	Jul. 11	2,500
River Oaks Mall, AL, Space Day Mobile Shuttle	Jul. 18	1,000
PARAMOUNT/VIACOM STAR TREK CONVENTION Ad hoc NASA display Note: 60'x40' exhibit tied NASA programs to Hollywood Star Trek concepts.	Sep. 7-8	10,000
WORLD DENTAL CONGRESS, Orlando Space Station Trailers, Shuttle and Station models	Sep. 28-Oct 1	12,500
INTERNATIONAL CITY MANAGERS ASSOC Indoor Space Station display, Wash. DC	Oct. 6-8	6,500

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NAT'L ASSN. of RETAIL DRUGGIST, New Orleans Space Station portion of Benefits Theme Exhibit	Oct. 13-16	7,000
AMER. SOCIETY OF PLUMBING ENGINEERS Indoor Space Station display, Phoenix	Nov. 2-6	2,000
ARKANSAS SPACE STATION TRAILER TOUR		
Evening Shade School Evening Shade, AR	Nov. 1-2	2,500
Art/Science Museum for Southeast AR Pine Bluff, AR	Nov. 4-5	1,500
Henderson State University Arkadelphia, AR	Nov. 7-8	1,000
Museum Systems Texarkana, AR	Nov. 10-11	4,100
University of Arkansas, Fayetteville	Nov. 18-19	3,050
Arkansas Tech. University, Russellville	Nov. 20-21	1,374
Hendrix College, Conway, AR	Nov. 22-23	627
Arkansas State University Jonesboro, AR	Dec. 2-3	3,339
Mellor Park Mall, El Dorado, AR	Dec. 11-12	1,200
JSC NASA INSPECTION DAY Houston, TX	Nov. 13-14	1,200
NAT'L LEAGUE OF CITIES, San Antonio Space Station Trailers	Dec. 8-9	9,200