

National Aeronautics and Space Administration

**Mary W. Jackson Headquarters**  
Washington, DC 20546-0001



May 5, 2022

Reply to Attn of: Office of Communications  
MS5L9, FOIA Department

John Greenwald  
Black Vault  
27305 W. Live Oak Road  
Suite #1203  
Castaic, CA 91384

Via Email: john@greenewald.com

REF: FOIA Case #22-HQ-F-00027

Dear Mr. Greenwald,

This is our Final Determination of your Freedom of Information Act (FOIA) request dated and received by the NASA Headquarters (HQ) FOIA Office on October 12, 2021. Your request was assigned FOIA Case Number 22-HQ-F-00027 and sought:

“a copy of records (which includes videos/photos), electronic or otherwise, of the following:

- ALL documents pertaining to the creation of the video "Vice President Kamala Harris and an Astronaut? What A Day! | Get Curious with Vice President Harris" on NASA's YouTube channel.

This would include, but not be limited to, the budget, contracts, agreements, proposals, drafts of the script(s), communications about the video's creation (both internal NASA communication and inter-agency communication including with the White House, VP Kamala Harris, or her staff), rough cuts, fine cuts, and all other cuts prior to the final cut of the video.

- ALL proposals for future segments, including but not limited to, outlines, budgets, etc.”

In response to your request we tasked NASA’s Office of Communications, Digital Communications unit to conduct a search using the following words “What A Day,” Get Curious with Vice President Kamala Harris,” as search terms. The searches located 24

emails and documents totaling 94 pages.<sup>1</sup> We reviewed the responsive records under the FOIA to determine whether they may be disclosed to you. Pursuant to submitter and White House recommendations, and NASA's independent review of these records, we are providing the following:

- 38 page(s) are released in full (RIF);
- 56 page(s) are released in part (RIP).

NASA redacted from the enclosed documents certain information pursuant to the following FOIA exemptions:

**Exemption 4, 5 U.S.C. § 552(b)(4)**

Exemption 4 protects trade secrets and commercial or financial information obtained from a person that is privileged or confidential. See 5 U.S.C. § 552(b)(4). The Supreme Court of the United States has held that where commercial or financial information is both customarily and actually treated as private by its owner and provided to the government under an assurance of privacy, the information is “confidential” within the meaning of 5 U. S. C. §552(b)(4). *Food Marketing Institute v. Argus Leader Media*, 139 S. Ct. 2356 (2019). Thus, NASA invokes exemption 4 to protect highly sensitive and confidential commercial and technical data for Google (YouTube® parent company).

**Exemption 5, 5 U.S.C. § 552(b)(5)**

Exemption 5 protects “inter-agency or intra-agency memorandums or letters which would not be available by law to a party other than an agency in litigation with the agency.” 5 U.S.C. § 552(b)(5). Courts interpret Exemption 5 to incorporate three primary privileges: the attorney work-product privilege, the attorney-client privilege, and the deliberative process privilege. NASA invokes the deliberative process privilege.

The deliberative process privilege is intended to protect the decision-making process of government agencies and to encourage frank discussion of legal and policy issues. The scope of the privilege covers documents reflecting advisory opinions, recommendations, and deliberations comprising part of a process by which government decisions and policies are formulated. To qualify for the deliberative process privilege, a document must be both “pre-decisional” and “deliberative.” Documents are pre-decisional when they precede an agency decision and are prepared in order to assist an agency in arriving at its decision. Documents are deliberative when they comprise part of the process by which government decisions are made. The types of records/information NASA withheld under this exemption consists of draft documents, portions of emails containing analyses, recommendations, opinions and/or personal views expressed by employees. NASA considered the foreseeable harm that would result from the release of this information and determined that its release would hinder the decision-making process, create a

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<sup>1</sup> For ease of review and processing of these emails, we have grouped several emails by their subject line identified as “combined” pdf documents.

chilling effect on internal deliberations, lead to uninformed decision-making, and public confusion.

### **Exemption 6, 5 U.S.C. § 552(b)(6)**

Exemption 6 allows withholding of “personnel and medical files and *similar files* the disclosure of which would constitute a clearly unwarranted invasion of personal privacy.” 5 U.S.C. § 552(b)(6)(emphasis added). NASA invokes exemption 6 to protect work cell phone numbers, personal and third parties mentioned or referenced in these records, their emails, and any information that could reasonably be expected to identify such individuals.

### **Appeal Rights**

You have the right to appeal my action on this interim release for your FOIA request. Your appeal must be received within 90 calendar days of the date of this letter. Your appeal must be in writing and addressed to:

Administrator  
ATTN: FOIA Appeals  
NASA Headquarters  
Executive Secretariat  
MS 9R17  
Washington, DC 20546

Both the envelope and letter of appeal should be clearly marked “Appeal under the Freedom of Information Act.” You must also include copies of your initial request, this correspondence, and any other correspondence with the FOIA office. In order to expedite the appellate process and ensure full consideration of your appeal, your appeal should also contain a brief statement of the reasons you believe this initial determination should be reversed.

### **Assistance and Dispute Resolution Services**

For further assistance and to discuss any aspect of your request, you may contact NASA’s Chief FOIA Public Liaison, Stephanie Fox, via telephone at 202-358-1553 or via e-mail at [Stephanie.K.Fox@NASA.gov](mailto:Stephanie.K.Fox@NASA.gov). You may also send correspondence to Ms. Fox at the following address:

National Aeronautics and Space Administration (NASA)  
Freedom of Information Act Unit  
NASA Headquarters  
Attn: Stephanie Fox  
Chief FOIA Public Liaison  
300 E Street, S.W., 5P32  
Washington D.C. 20546  
(Fax) 202- 358-4332

Additionally, you may contact the Office of Government Information Services (OGIS) at the National Archives and Records Administration to inquire about the FOIA mediation services it offers. The contact information for OGIS is as follows:

Office of Government Information Services  
National Archives and Records Administration  
8601 Adelphi Road-OGIS  
College Park, Maryland 20740-6001  
Email: [ogis@nara.gov](mailto:ogis@nara.gov)  
Telephone: (202) 741-5770  
Toll free: 1-877-684-6448  
Fax: (202) 741-5769

***Important:*** Please note that contacting any agency official including the undersigned, NASA's Chief FOIA Public Liaison, and/or OGIS is not an alternative to filing an administrative appeal and does not stop the 90 day appeal clock.

Sincerely,

MIREYA P. NYIRENDA  
Government Information Specialist

This document is made available through the declassification efforts  
and research of John Greenewald, Jr., creator of:

# The Black Vault



The Black Vault is the largest online Freedom of Information Act (FOIA) document clearinghouse in the world. The research efforts here are responsible for the declassification of hundreds of thousands of pages released by the U.S. Government & Military.

**Discover the Truth** at: <http://www.theblackvault.com>

## Brown, Brittany A. (HQ-NA020)

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**From:** Brown, Brittany A. (HQ-NA020)  
**Sent:** Saturday, October 16, 2021 5:54 PM  
**To:** Dianna Arnsperger  
**Cc:** yto-mediaops; Drew Dalea; Laurel Stier  
**Subject:** Re: [EXTERNAL] Get Curious // NASA Hosting Agreement

Thanks for letting me know, Dianna!

Best,  
Brittany Brown

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On: 15 October 2021 18:55, "Dianna Arnsperger" (b)(6) > wrote:

Hi Brittany,

Just letting you know that we'll be uploading a new version of the video (feature) for a backend swap. The new version has a disclaimer about looking directly at the Sun during program at the following locations 01:07:16:15 and 01:07:44:18

The swap will replace the content, but maintain the view counts and all front end data. Once the swap is complete, this new video will disappear and there is no action required on your end.

Best,  
Dianna

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Dianna Arnsperger | Operations, Original Content - YouTube (via Deluxe Entertainment Services Group)  
(b)(6)

On Thu, Sep 30, 2021 at 2:36 PM Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)> wrote:

Thanks for letting me know!

--

Brittany Brown

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**From:** Dianna Arnsperger <(b)(6)>  
**Sent:** Thursday, September 30, 2021 2:57 PM

To: Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>

Cc: Lauren Vrazilek <(b) (6)> Ieda Dutra Coughlan <(b) (6)> Lisa Hill  
<(b) (6)> Andrea Altman <(b) (6)> Laurel Stier <(b) (6)>  
yto-mediaops <(b) (6)> Parker, Brenna M. EOP/OVP  
<(b) (6)>

Subject: Re: [EXTERNAL] Get Curious // NASA Hosting Agreement

Hi Brittany,

Just letting you know that we are about to upload the feature to the channel (set to private). No action needed on your end. Best, Dianna

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Dianna Arnsperger | Operations, Original Content - YouTube (via Deluxe Entertainment Services Group)

(b) (6)

On Mon, Sep 27, 2021 at 12:26 PM Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)> wrote:

Hi Dianna,

That sounds good to me and I do not have any follow up questions.

Thank you!

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Brittany Brown

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From: Dianna Arnsperger <(b) (6)>

Sent: Monday, September 27, 2021 3:24 PM

To: Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>

Cc: Lauren Vrazilek <(b) (6)> Ieda Dutra Coughlan <(b) (6)> Lisa Hill

< (b) (6) Andrea Altman < (b) (6) Laurel Stier < (b) (6)  
yto-mediaops < (b) (6) Parker, Brenna M. EOP/OVP  
< (b) (6)  
Subject: Re: [EXTERNAL] Get Curious // NASA Hosting Agreement

Hi Brittany,

(b) (4)

(b) (4) Let me know if you have any questions.

Best,

Dianna



Dianna Arnsperger | Operations, Original Content - YouTube (via Deluxe Entertainment Services Group)  
(b) (6)

On Mon, Sep 27, 2021 at 12:20 PM Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)> wrote:

Good afternoon Lauren,

As the head of digital communications at NASA Headquarters and [NASA's YouTube channel owner](#), I am writing to confirm the following:

- i) (b) (4)
- ii) (b) (4)
- iii) (b) (4)

iv)

(b) (4)

Please let me know if you need anything else from me! We're super excited about this launch 😊

Thank you!

Best,

**Brittany Brown** (she/her/hers)

Digital Communications

Mary W. Jackson NASA Headquarters

 [Chat on Microsoft Teams](#)

 [brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)

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**From:** Lauren Vrazilek <(b) (6)>  
**Sent:** Monday, September 27, 2021 3:16 PM  
**To:** Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>  
**Cc:** Ieda Dutra Coughlan <(b) (6)> Lisa Hill <(b) (6)> Andrea Altman <(b) (6)> Laurel Stier <(b) (6)> yto-mediaops <[yto-mediaops@google.com](mailto:yto-mediaops@google.com)>; Dianna Arnspiger <(b) (6)> Parker, Brenna M. EOP/OVP <(b) (6)>  
**Subject:** [EXTERNAL] Get Curious // NASA Hosting Agreement

Hi Brittany,

Per our conversation, can you please confirm that (b) (4)

(b) (4)

As we discussed, with your approval, (b) (4)

I've cc'd Dianna and our ops team for any questions re: uploading process.

Best,

Lauren

## Brown, Brittany A. (HQ-NA020)

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**From:** Brown, Brittany A. (HQ-NA020)  
**Sent:** Tuesday, October 12, 2021 1:55 PM  
**To:** Nicole Parker; Lauren Vrazilek  
**Cc:** Shana Tepper; Laurel Stier; Beutel, Allard (HQ-NA020)  
**Subject:** RE: [EXTERNAL] Re: Media Queries about Get Curious Video?

Thank you!

I've cc'd Allard Beutel, Director of NASA's News & Multimedia Division, for further coordination with NASA HQ on any related queries. We appreciate your time!

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Brittany Brown

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**From:** Nicole Parker <(b) (6)>  
**Sent:** Tuesday, October 12, 2021 1:53 PM  
**To:** Lauren Vrazilek <(b) (6)>  
**Cc:** Brown, Brittany A. (HQ-NA020) <brittany.a.brown@nasa.gov>; Shana Tepper <(b) (6)> Laurel Stier <(b) (6)> Beutel, Allard (HQ-NA020) <allard.beutel@nasa.gov>  
**Subject:** [EXTERNAL] Re: Media Queries about Get Curious Video?

Hi Brittany, please send any inquiries directly to myself/Shana, thank you.

On Tue, Oct 12, 2021 at 10:48 AM Lauren Vrazilek <(b) (6)> wrote:

Looping in [@Shana Tepper](#) [@Nicole Parker](#)

On Tue, Oct 12, 2021 at 1:47 PM Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)> wrote:

Hi Laurel and Lauren,

Whenever you get a chance, can you let me know the best point of contact with the YouTube Originals Team for NASA to coordinate with on any media queries we receive about the *Get Curious* Video?

Thanks for your time!

Best,

**Brittany Brown** (she/her/hers)

Digital Communications

Mary W. Jackson NASA Headquarters

 [Chat on Microsoft Teams](#)

 [brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)

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Nicole Parker | Communications Consultant, YouTube | (b) (6) | (b) (6)

## Brown, Brittany A. (HQ-NA020)

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**From:** Brown, Brittany A. (HQ-NA020)  
**Sent:** Friday, October 8, 2021 1:32 PM  
**To:** Brown, Katherine M. (HQ-NA020)  
**Subject:** RE: VPOTUS Content for nasa.gov/stem  
**Attachments:** YTO\_GetCurious\_Extras\_BuildATelescope\_1041x320.jpg

Hi Katherine,

Thanks so much for posting the YouTube Originals video on nasa.gov/stem!

I'm back with another piece of content for consideration that I just received:

- Video link to embed
  - (b) (4)
- Title
  - Get Curious with VP Harris | Build A Telescope!
- Description
  - We're building a DIY telescope that you can make yourself at home!
  
  - Build your very own telescope for #WorldSpaceWeek inspired by the YouTube Original Get Curious With Vice President Harris.
  
  - Check out this how-to video and building instructions.
- Thumbnail
  - Attached

Here are the full instructions to build the telescope (also in the YouTube video description) so I'm sure if it's helpful to also build it out as a separate page:

*Check out this how-to video and building instructions.*

*What do you need:*

- *two magnifying glasses*
- *two cardboard tubes*
- *duct tape*
- *scissors*
- *a ruler, yard stick, or tape measure*

1. *Get the two magnifying glasses and this sheet of paper!*
2. *Hold one magnifying glass (the bigger one) between you and the paper. The image of the print will look blurry.*
3. *Place the second magnifying glass between your eye and the first magnifying glass.*
4. *Move the second glass forward or backward until the print comes into sharp focus. You will notice that the print appears larger and upside down.*
5. *Have a teammate measure the distance between the two magnifying glasses and write the distance down.*
6. *Have an adult cut a slot in the first cardboard tube near the front opening about an inch (2.5 cm) away. Do not cut all the way through the tube. The slot should be able to hold the large magnifying glass.*
7. *Cut the second tube lengthwise, so that it will fit inside the first tube.*
8. *Cut a slot in the second tube the same distance from the first slot as your friend wrote down. This is where the second magnifying glass will go.*
9. *Place the two magnifying glasses in their slots (big one at front, little one at back) and secure them with the duct tape*
10. *Leave about 0.5 - 1 inch (1 - 2 cm) of tube behind each magnifying*

glass.

11. Check to see that it works by looking at the printed page. You can adjust the distance between the two magnifying glasses by pulling the inner tube out a little bit to adjust.

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Brittany Brown

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**From:** Brown, Brittany A. (HQ-NA020)

**Sent:** Wednesday, October 6, 2021 8:55 PM

**To:** Brown, Katherine M. (HQ-NA020) <katherine.m.brown@nasa.gov>

**Subject:** VPOTUS Content for nasa.gov/stem

Hi Katherine,

I'm writing to provide the VPOTUS content to feature on nasa.gov/stem to coincide with the YouTube Originals launch at 9 a.m. EDT:

- Video link to embed
  - <https://youtu.be/Wlxq4S-4CCY>
- Title
  - Vice President Kamala Harris and an Astronaut? What A Day!
- Description
  - In honor of World Space Week, we're visiting the Naval Observatory in Washington, DC to talk to none other than Vice President Kamala Harris about the National Space Council. We also hear from NASA astronaut Shane Kimbrough, who joins us from the International Space Station - that's right, from space! Plus, we're building a DIY telescope that you can make yourself at home.
- Thumbnail options
  - Attached in various sizes

YouTube is regrouping on the telescope DIY video they wanted to publish on nasa.gov/stem and will try to provide those assets tomorrow. So sorry for the delay!

Thank you!

Best,

**Brittany Brown** (she/her/hers)

Digital Communications

Mary W. Jackson NASA Headquarters

 [Chat on Microsoft Teams](#)

 [brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)

# **ATTACHMENT**

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*get*  
**CURIOUS**

**BUILD A TELESCOPE!**



## Brown, Brittany A. (HQ-NA020)

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**From:** Brown, Brittany A. (HQ-NA020)  
**Sent:** Thursday, October 7, 2021 12:01 PM  
**To:** Parker, Brenna M. EOP/OVP; Irenia Alvarez; Lauren Vrazilek; Laurel Stier  
**Subject:** RE: [EXTERNAL] GAME DAY CHAIN: Get Curious

Hey there,

It's up on NASA Twitter, Facebook, LinkedIn and IG story + featured on our homepages.

<https://twitter.com/NASA/status/1446120853117177872>

<https://www.facebook.com/NASA/videos/1507296962967022/>

<https://www.linkedin.com/feed/update/urn:li:activity:6851890868811636736/>

Will take care of playlist settings now. Sorry, got pulled into something else!

--

Brittany Brown

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**From:** Parker, Brenna M. EOP/OVP <(b) (6)>  
**Sent:** Thursday, October 7, 2021 11:54 AM  
**To:** Brown, Brittany A. (HQ-NA020) <brittany.a.brown@nasa.gov>; Irenia Alvarez <(b) (6)> Lauren Vrazilek <(b) (6)> Laurel Stier <(b) (6)>  
**Subject:** Re: [EXTERNAL] GAME DAY CHAIN: Get Curious

Sharing these updates:

- NASA Twitter: <https://twitter.com/NASA/status/1446120853117177872>
- NASA Johnson Space Center Twitter: [https://twitter.com/NASA\\_Johnson/status/1446120251175829508?s=20](https://twitter.com/NASA_Johnson/status/1446120251175829508?s=20)
- FLOTUS team sent to their Military Moms Facebook Groups.
- White House shared the video.

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**From:** "Parker, Brenna M. EOP/OVP" <(b) (6)>  
**Date:** Thursday, October 7, 2021 at 11:29 AM  
**To:** "Brown, Brittany A. (HQ-NA020)" <brittany.a.brown@nasa.gov>, Irenia Alvarez <(b) (6)> Lauren Vrazilek <(b) (6)> Laurel Stier <(b) (6)>  
**Subject:** Re: [EXTERNAL] GAME DAY CHAIN: Get Curious

Team, video is up on Instagram Stories.

I tagged:

@nasa  
@nasaastronauts  
@astro\_kimbrough  
@youtube  
@iss  
@nasajohnson

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**From:** "Parker, Brenna M. EOP/OVP" <(b) (6)>  
**Date:** Thursday, October 7, 2021 at 10:05 AM  
**To:** "Brown, Brittany A. (HQ-NA020)" <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>, Irenia Alvarez <(b) (6)>  
Lauren Vrazilek <(b) (6)> Laurel Stier <(b) (6)>  
**Subject:** Re: [EXTERNAL] GAME DAY CHAIN: Get Curious

TEAM WE ARE LAUNCHING in 15 minutes.

#### YouTube Originals Special

**ASAP @VP:** I love the idea of exploring the unknown. There's so much out there that we still have to learn. As the chair of the National Space Council, I'm eager to get our young people interested in STEM and space exploration. Watch "Get Curious" at <https://youtu.be/Wlxq4S-4CCY>  
VIDEO OF TRAILER <https://f.io/fkbyrx>

**12 PM @VP:** Some of you may not know this, but the Vice President's official residence is located at the [TAG: U.S. Naval Observatory.] It's one of the oldest scientific agencies in the United States. Recently, I invited five curious minds to join me there and learn about the world of science and space. When I was their age, I had the opportunity to learn about science up close because my mother was a researcher. She used to take my sister and me to the lab with her. As the chair of the National Space Council, I believe the work we are doing in space is critical. It reminds us how connected we all are and how much we still have to learn. So, to our young people—get curious. We need you to find our next big discovery. #WorldSpaceWeek [ATTACHED APPROVED PHOTOS]

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**From:** "Parker, Brenna M. EOP/OVP" <(b) (6)>  
**Date:** Thursday, October 7, 2021 at 9:52 AM  
**To:** "Brown, Brittany A. (HQ-NA020)" <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>, Irenia Alvarez <(b) (6)>  
Lauren Vrazilek <(b) (6)> Laurel Stier <(b) (6)>  
**Subject:** Re: [EXTERNAL] GAME DAY CHAIN: Get Curious

Team. On the final round of approvals. Will circle when it is approved.

Video is uploaded across Twitter and Facebook. Crossposted to all the point account. I will give a 15 min window on the posts before they go live.

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**From:** "Brown, Brittany A. (HQ-NA020)" <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>  
**Date:** Thursday, October 7, 2021 at 9:46 AM  
**To:** "Parker, Brenna M. EOP/OVP" <(b) (6)> Irenia Alvarez <(b) (6)>  
Lauren Vrazilek <(b) (6)> Laurel Stier <(b) (6)>  
**Subject:** RE: [EXTERNAL] GAME DAY CHAIN: Get Curious

Thanks!

[@Lauren Vrazilek@Laurel Stier](mailto:Lauren.Vrazilek@Laurel.Stier) Is it possible to get a graphic without the words "Get Curious" on it so that it's better promoted on our homepage, nasa.gov?

It looks great on nasa.gov/stem, but not as much on the main homepage.

--  
Brittany Brown

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**From:** Parker, Brenna M. EOP/OVP <(b) (6)>  
**Sent:** Thursday, October 7, 2021 9:32 AM  
**To:** Irenia Alvarez <(b) (6)> Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>  
**Cc:** Lauren Vrazilek <(b) (6)> Laurel Stier <(b) (6)>  
**Subject:** Re: [EXTERNAL] GAME DAY CHAIN: Get Curious

Brittany --- 1x1 video is loaded into Twitter Media Studio. Still waiting on two groups to approve our language.

Here are link for the video: >[https://studio.twitter.com/library/13\\_1446104803021508608](https://studio.twitter.com/library/13_1446104803021508608)<

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**From:** Irenia Alvarez <(b) (6)>  
**Date:** Thursday, October 7, 2021 at 9:13 AM  
**To:** "Brown, Brittany A. (HQ-NA020)" <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>  
**Cc:** Lauren Vrazilek <(b) (6)> "Parker, Brenna M. EOP/OVP" <(b) (6)>  
Laurel Stier <(b) (6)>  
**Subject:** Re: [EXTERNAL] GAME DAY CHAIN: Get Curious

Hi Brittany,

We have created a playlist for the show with the feature in it, here is the link:

>><https://www.youtube.com/playlist?list=PL2aBZuCeDwITCQ-ht-P2k0ljaRxXFizZW><<

Can you please make it public? We do not have access to do so.

Thanks!

(b) (6)

On Thu, Oct 7, 2021 at 2:09 PM Lauren Vrazilek <(b) (6)> wrote:

Adding [@Irenia Alvarez](#) to advise

On Thu, Oct 7, 2021 at 6:08 AM Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)> wrote:

Hi Lauren,

Thanks for making the video live! I went to change the featured video and see that was taken care of.

I am not sure what playlist you are referring to?

--

Brittany Brown

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**From:** Lauren Vrazilek <(b) (6)>  
**Sent:** Thursday, October 7, 2021 9:07 AM  
**To:** Parker, Brenna M. EOP/OVP <(b) (6)>  
**Cc:** Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>; Laurel Stier <(b) (6)>  
**Subject:** Re: [EXTERNAL] GAME DAY CHAIN: Get Curious

Video is live. Brittany, can you make the playlist public so we can amplify from the YTO hub?

On Thu, Oct 7, 2021 at 5:47 AM Lauren Vrazilek <(b) (6)> wrote:

Copy, I will text her -- hoping she will see early. I'm so sorry about that.

On Thu, Oct 7, 2021 at 5:45 AM Parker, Brenna M. EOP/OVP <(b) (6)> wrote:

Downloading from Dropbox and sending via email won't work on the White House servers. It will compress the files.

The woman who sent the frame links last night just needs to switch "allow download" to the link and resend to us.

On Oct 7, 2021, at 8:40 AM, Lauren Vrazilek <(b) (6)> wrote:

Ugh I am so sorry. Let me see if there's a way for me to download from Dropbox and send to you? I don't want to lose time before everyone wakes up on the west coast.

On Thu, Oct 7, 2021 at 5:39 AM Parker, Brenna M. EOP/OVP <(b) (6)> wrote:

The frame links sent over with the trailers that we're posting do not work. They need to allow downloading.

On Oct 7, 2021, at 8:37 AM, Lauren Vrazilek <(b) (6)> wrote:

Are we talking about a link to download the full video? If so, that's the one thing we can't do as we need to drive to the YT video.

On Thu, Oct 7, 2021 at 5:35 AM Parker, Brenna M. EOP/OVP

< (b) (6) > wrote:

Brittany – to clarify, I will send the link when I have it for you via email.

I went to go upload the video and share you the links but I can't download the videos. Lauren --- can you send a not to them to change the settings?

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**From:** "Brown, Brittany A. (HQ-NA020)" <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>

**Date:** Thursday, October 7, 2021 at 8:30 AM

**To:** "Parker, Brenna M. EOP/OVP" < (b) (6) >

Lauren Vrazilek < (b) (6) >

**Subject:** RE: [EXTERNAL] GAME DAY CHAIN: Get Curious

Amazing!

I will get this over to the NASA Astronauts' admin to confirm the relationship so they'll be good to share 😊

I know it's a pain, but could you send the Twitter studio share link? We get so many Twitter notifications, I won't see it when it comes through. No additional action needed for the FB crossposting; we'll pull up in Creator Studio.

Thanks for your time and patience with us!

--

Brittany Brown

---

**From:** Parker, Brenna M. EOP/OVP < (b) (6) >

**Sent:** Thursday, October 7, 2021 8:27 AM

**To:** Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>; Lauren

Vrazilek < (b) (6) >

**Subject:** Re: [EXTERNAL] GAME DAY CHAIN: Get Curious

Thank you for the thumbnails! Confirming I will sync on Twitter Studio sharing and Facebook cross posting to your NASA accounts.

We're set to crosspost already with NASA, ISS and JSC. Below is the link to accept this one.

NASA Astronaut page:

>>>>>[https://www.facebook.com/NASAastronauts/settings/?tab=video\\_crossposting&ref=vcp&partner\\_id=102479025168087](https://www.facebook.com/NASAastronauts/settings/?tab=video_crossposting&ref=vcp&partner_id=102479025168087)<<<<<<

I will circle on the video for Twitter and Facebook once it's uploaded.

---

**From:** "Brown, Brittany A. (HQ-NA020)" <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>  
**Date:** Thursday, October 7, 2021 at 8:18 AM  
**To:** "Parker, Brenna M. EOP/OVP" <(b) (6)>  
Lauren Vrazilek <(b) (6)>  
**Subject:** RE: [EXTERNAL] GAME DAY CHAIN: Get Curious

Good morning!

I'm so excited to see this out in the world for all to enjoy ☺

I attached some thumbnails I was able to pull from the Key Art folder.

Can you confirm you will add Twitter Studio sharing and Facebook crossposting to our NASA accounts?

And send the Twitter Studio sharing URL + Facebook crossposting links to approve for the accounts needing to confirm the handshake with VP's page? I believe flagship NASA is already set up to crosspost with VP's page based on the ISS video calls earlier this year.

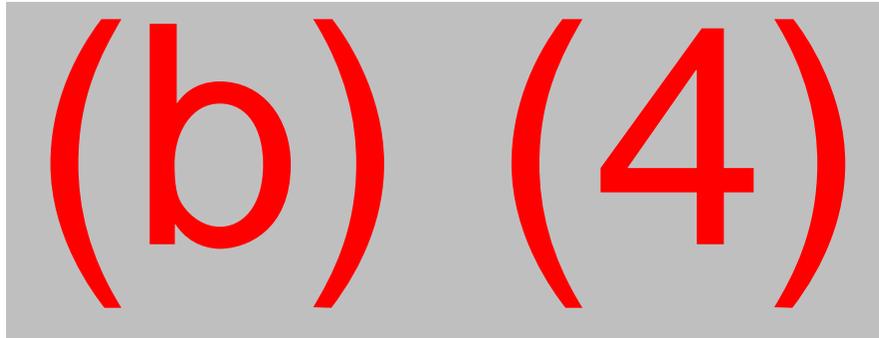
For Twitter Studio sharing, please add these accounts:

- @NASA
- @NASA\_Astronauts



**12 PM @VP:** Some of you may not know this, but my house is located at the [TAG: U.S. Naval Observatory.] It's one of the oldest scientific agencies in the United States. I invited five curious minds to learn about the incredible world of science and space. When I was their age I was learning about science up close because my mom was a scientist. She used to take my sister Maya and me to the lab with her on the weekends and after school. As the chair of the National Space Council, I am fascinated by the work we're doing in space because it reminds us that we are all one species. We are one planet. We are together in this. To our young people --- space is all around you. So get curious and look up at the stars, we need you to find our next big discovery. #WorldSpaceWeek [ATTACHED APPROVED PHOTOS]

**VERTICAL CONTENT for today**



--

**Brenna Parker**

Digital Strategist, Office of the Vice President

(b) (6)

| (b) (6)

--

Irenia Alvarez Senior Media Operations Specialist, YTO Media Operations - YouTube (via Deluxe)

(b) (6)

## Brown, Brittany A. (HQ-NA020)

---

**From:** Kathy Kubala <(b) (6)>  
**Sent:** Wednesday, October 6, 2021 8:10 PM  
**To:** (b) (6) EOP/OVP  
**Cc:** Lauren Vrazilek; Laurel Stier; Brown, Brittany A. (HQ-NA020)  
**Subject:** Re: [EXTERNAL] Launch Day Chain: Get Curious w/ VP Harris

Hey everyone!

Below please find the trailer captioned in all 3 aspect ratios.

Thanks for your patience!

GetCurious\_S01\_Trailer\_1920x1080\_en\_v01A\_CC\_H264  
(b) (4)

GetCurious\_S01\_Trailer\_1080x1920\_en\_v01A\_CC\_H264  
(b) (4)

GetCurious\_S01\_Trailer\_1080x1080\_en\_v01A\_CC\_H264  
(b) (4)

Kathy Kubala  
Director Of Operations / SKIPPER CREATIVE  
(O) (b) (6) (C) (b) (6)  
<https://www.skippercreative.com/>

On Oct 6, 2021, at 2:34 PM, Parker, Brenna M. EOP/OVP <(b) (6)> wrote:

Appreciate it! Thank you!

---

**From:** Lauren Vrazilek <(b) (6)>  
**Date:** Wednesday, October 6, 2021 at 5:33 PM  
**To:** "Parker, Brenna M. EOP/OVP" <(b) (6)>  
**Cc:** Kathy Kubala <(b) (6)> Laurel Stier <(b) (6)> "Brown, Brittany A. (HQ-NA020)" <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>  
**Subject:** Re: [EXTERNAL] Launch Day Chain: Get Curious w/ VP Harris

Kathy's working on it!

On Wed, Oct 6, 2021 at 2:26 PM Parker, Brenna M. EOP/OVP <(b) (6)> wrote:

Hi team – to clarify here's what I need in [Frame.io](https://frame.io):

- The :60 captioned trailer (1x1 or 16x9)
- Thumbnail for the above trailer
- The captioned trailer in 9x16 for vertical.

**From:** Kathy Kubala <(b) (6)>  
**Date:** Wednesday, October 6, 2021 at 5:20 PM  
**To:** Lauren Vrazilek <(b) (6)>  
**Cc:** "Parker, Brenna M. EOP/OVP" <(b) (6)> Laurel Stier <(b) (6)> "Brown, Brittany A. (HQ-NA020)" <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>  
**Subject:** Re: [EXTERNAL] Launch Day Chain: Get Curious w/ VP Harris

Here is the H264:

(b) (4)

Prod res is still uploading. Will share asap. :-)

Kathy Kubala  
Director Of Operations / SKIPPER CREATIVE  
(O) (b) (6) (C) (b) (6)  
>><https://www.skippercreative.com/><<;

On Oct 6, 2021, at 2:08 PM, Lauren Vrazilek <(b) (6)> wrote:

Is there any way to send Brenna and Brittany a frameio downloadable link? Their gov accounts block this...

On Wed, Oct 6, 2021 at 2:00 PM Kathy Kubala <(b) (6)> wrote:

Hey guys!

Looks like these take you to an individual file and not a folder. Please see below and let me know if these work. We can delivery differently if needed. Standing by!!! :-)

The first link is the H264 (smaller file), and the second one is the hi-res pro res file.

Thanks!!

GetCurious\_S01\_Trailer\_1920x1080\_en\_v01A\_H264

(b) (4)

GetCurious\_S01\_Trailer\_1920x1080\_en\_v01A (Pro Res)

(b) (4)

Kathy Kubala  
Director Of Operations / SKIPPER CREATIVE  
(O) (b) (6) (C) (b) (6)  
>><https://www.skippercreative.com/><<;

On Oct 6, 2021, at 1:49 PM, Lauren Vrazilek <(b) (6)> wrote:

Omg I knew that! Adding [@Kathy Kubala](#) to help with another method.

On Wed, Oct 6, 2021 at 1:48 PM Parker, Brenna M. EOP/OVP

< (b) (6) > wrote:

Dropbox is my enemy! I can't view these.

---

**From:** Lauren Vrazilek < (b) (6) >

**Date:** Wednesday, October 6, 2021 at 4:47 PM

**To:** "Parker, Brenna M. EOP/OVP"

< (b) (6) >

**Cc:** Laurel Stier < (b) (6) > "Brown, Brittany A. (HQ-NA020)" <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>

**Subject:** Re: [EXTERNAL] Launch Day Chain: Get Curious w/ VP Harris

LMK if these work!

GetCurious\_S01\_Trailer\_1920x1080\_en\_v01A\_H264

(b) (4)

GetCurious S01 Trailer 1920x1080 en v01A (Pro Res)

(b) (4)

On Wed, Oct 6, 2021 at 1:44 PM Lauren Vrazilek

< (b) (6) > wrote:

Here you go!

## **[Get Curious] Social Toolkit**

We're so excited for the launch of the new Get Curious with VP Harris episode! Congratulations 🎉 Please see below for our social media guidelines on promoting the show on your own social handles.

**Instructions:** Download assets and post to relevant social media handles. Be sure to include the #WorldSpaceWeek hashtag in copy and link to the full video in the post (links included below).

- Mandatory Hashtags: #WorldSpaceWeek
- We've included suggested copy below, please feel free to edit for your own tone and voice, but make sure to include the hashtag
- Please follow and tag @youtubeforfamilies on IG so we can engage!

### **Social Platform Notes:**

- For Instagram Grid, please create a new post and include the video link in your bio. For IG Stories, please share your Grid post or create a new post

and, if possible, use the new link sticker to link to the episode.

- For Twitter and/or Facebook, please include the episode link in your post.

**Key art for download (please download these and do not share the links):**

- 1080 x 1080 Instagram Grid, Twitter, or Facebook
- 1920 x 1080 Twitter Grid or Facebook
- 1080 x 1920 Instagram Stories or Facebook Stories

**Build a Telescope Clip for download (please download these and do not share the links):**

- 1080 x 1080 Instagram Grid, Twitter, or Facebook
- 1080 x 1920 Instagram Stories or Facebook Stories

**Channel art for download (please download these and do not share the links):**

- 2560 x 1440 YouTube Channel Art or Facebook Header - Launching on October 7

**Link to episode and Bonus Clips**

- Episode Link -  
>>><https://www.youtube.com/watch?v=Wlxq4S-4CCY><<<
- Bonus Clip Link - TBD

On Wed, Oct 6, 2021 at 1:41 PM Parker, Brenna M. EOP/OVP

< (b) (6) > wrote:

I might have missed it but where are the thumbnails and vertical files that we are posting tomorrow?

---

**From:** Lauren Vrazilek < (b) (6) >  
**Date:** Wednesday, October 6, 2021 at 4:01 PM  
**To:** " (b) (6) > EOP/OVP"  
< (b) (6) >  
**Cc:** Laurel Stier < (b) (6) > "Brown, Brittany A. (HQ-NA020)" <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>  
**Subject:** Re: [EXTERNAL] Launch Day Chain: Get Curious w/ VP Harris

amazing! And I'm working on that downloadable trailer.

On Wed, Oct 6, 2021 at 12:47 PM Parker, Brenna M. EOP/OVP

< (b) (6) > wrote:

Yes love it.

**From:** Lauren Vrazilek <(b) (6)>  
**Date:** Wednesday, October 6, 2021 at 3:43 PM  
**To:** "Parker, Brenna M. EOP/OVP"  
<(b) (6)> Laurel Stier  
<(b) (6)>  
**Cc:** "Brown, Brittany A. (HQ-NA020)"  
<[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>  
**Subject:** Re: [EXTERNAL] Launch Day Chain: Get Curious w/  
VP Harris

Can we work "Get Curious" in there at all?

@VP: I love the idea of exploring the unknown. There's so much out there that we still have to learn. As the chair of the National Space Council, I'm eager to get our young people interested in STEM and space exploration. Watch Get Curious on @YouTube: >>>><https://youtu.be/Wlxq4S-4CCY><<<<<<;

On Wed, Oct 6, 2021 at 12:40 PM Parker, Brenna M. EOP/OVP <(b) (6)> wrote:

Copy that! Lauren – is this the right account we want to tag tomorrow?

@VP: I love the idea of exploring the unknown. There's so much out there that we still have to learn. As the chair of the National Space Council, I'm eager to get our young people interested in STEM and space exploration. Watch my full conversation on @YouTube: >>>><https://youtu.be/Wlxq4S-4CCY><<<<<<;

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**From:** "Brown, Brittany A. (HQ-NA020)"  
<[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>  
**Date:** Wednesday, October 6, 2021 at 3:38 PM  
**To:** "Parker, Brenna M. EOP/OVP"  
<(b) (6)> Lauren Vrazilek  
<(b) (6)>  
**Subject:** RE: [EXTERNAL] Launch Day Chain: Get Curious w/  
VP Harris

Hey there,

It's still private on our channel at  
>>>>>><https://youtu.be/Wlxq4S-4CCY><<<<<<<<.

I will defer to Lauren about whether they will switch from private to unlisted!

--  
Brittany Brown

---

**From:** Parker, Brenna M. EOP/OVP

<[REDACTED] (b) (6)>

**Sent:** Wednesday, October 6, 2021 3:34 PM

**To:** Brown, Brittany A. (HQ-NA020)

<[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>; Lauren Vrazilek

<[REDACTED] (b) (6)>

**Subject:** [EXTERNAL] Launch Day Chain: Get Curious w/ VP Harris

Hello team!

T-minus a few hours until we are live with the special. Can someone send me the unlisted link to the video?

Prepping MVP copy.

**Brown, Brittany A. (HQ-NA020)**

---

**From:** Brown, Brittany A. (HQ-NA020)  
**Sent:** Monday, September 27, 2021 3:26 PM  
**To:** Dianna Arnsperger  
**Cc:** Lauren Vrazilek; Ieda Dutra Coughlan; Lisa Hill; Andrea Altman; Laurel Stier; yto-mediaops; Parker, Brenna M. EOP/OVP  
**Subject:** RE: [EXTERNAL] Get Curious // NASA Hosting Agreement

Hi Dianna,

That sounds good to me and I do not have any follow up questions.

Thank you!

--

Brittany Brown

---

**From:** Dianna Arnsperger <(b) (6)>  
**Sent:** Monday, September 27, 2021 3:24 PM  
**To:** Brown, Brittany A. (HQ-NA020) <brittany.a.brown@nasa.gov>  
**Cc:** Lauren Vrazilek <(b) (6)> Ieda Dutra Coughlan <(b) (6)> Lisa Hill <(b) (6)> Andrea Altman <(b) (6)> Laurel Stier <(b) (6)> yto-mediaops <(b) (6)> <(b) (6)>.com>; Parker, Brenna M. EOP/OVP <(b) (6)>  
**Subject:** Re: [EXTERNAL] Get Curious // NASA Hosting Agreement

Hi Brittany,

(b) (4)

(b) (4)

Let me know if you have any questions.

Best,  
Dianna

---

Dianna Arnsperger | Operations, Original Content - YouTube (via Deluxe Entertainment Services Group)  
(b) (6)

On Mon, Sep 27, 2021 at 12:20 PM Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)> wrote:

Good afternoon Lauren,

As the head of digital communications at NASA Headquarters and [NASA's YouTube channel owner](#), I am writing to confirm the following:

- i) [redacted] (b) (4)
- ii) [redacted] (b) (4)
- iii) [redacted]
- iv) [redacted] (b) (4)

Please let me know if you need anything else from me! We're super excited about this launch 😊

Thank you!

Best,

**Brittany Brown** (she/her/hers)

Digital Communications

Mary W. Jackson NASA Headquarters

 [Chat on Microsoft Teams](#)

 [brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)

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**From:** Lauren Vrazilek <[redacted] (b) (6)>  
**Sent:** Monday, September 27, 2021 3:16 PM  
**To:** Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>  
**Cc:** Ieda Dutra Coughlan <[redacted] (b) (6)> Lisa Hill <[redacted] (b) (6)> Andrea Altman <[redacted] (b) (6)> Dianna Arnspiger <[redacted] (b) (6)> Laurel Stier <[redacted] (b) (6)> yto-mediaops <[redacted] (b) (6)> Parker, Brenna M. EOP/OVP <[redacted] (b) (6)>  
**Subject:** [EXTERNAL] Get Curious // NASA Hosting Agreement

Hi Brittany,

Per our conversation, can you please confirm that

(b) (4)

(b) (4)

As we discussed, with your approval,

(b) (4)

I've cc'd Dianna and our ops team for any questions re: uploading process.

Best,

Lauren

## **Brown, Brittany A. (HQ-NA020)**

---

**From:** Brown, Brittany A. (HQ-NA020)  
**Sent:** Wednesday, August 25, 2021 1:52 PM  
**To:** Doug Christman  
**Cc:** Jennifer Clark  
**Subject:** RE: [EXTERNAL] YouTube Originals - Get Curious - NASA Request

Hi Doug,

I really love this idea and think we can support it! Since it's involving the White House, I'll at least need to put this on the radar of my leadership.

But first, I have a few questions:

- Is the VP's digital lead looped in on this concept and has signed off on it?
- Is there any opportunity for NASA to provide input on some of the editorial content? Maybe even just a mention of our Artemis program to return to the Moon would be amazing 😊 And we may have some educational resources about a DIY telescope.
- To confirm, we'd just host the Moon-centric video on NASA's channel, but will there be additional Get Curious videos hosted on other channels? Is this a one-time special or a series? Just trying to gauge how a video hosted on our channel might be connected to other, similar content (playlist?)

Lastly, I think we have enough lead time to get some videos from astronauts!

--

Brittany Brown

---

**From:** Doug Christman (b)(6)  
**Sent:** Wednesday, August 25, 2021 1:31 PM  
**To:** Brown, Brittany A. (HQ-NA020) <brittany.a.brown@nasa.gov>  
**Cc:** Jennifer Clark (b)(6)  
**Subject:** [EXTERNAL] YouTube Originals - Get Curious - NASA Request

Hi Brittany -

Hope your week is going well so far.

I have an interesting request from our YouTube Originals team that I wanted to send your way to get your thoughts on. All of the info is below, but please let me know if you have any questions. The YTO team would like to get a sense of interest by Friday or Monday if possible.

Thanks!

---

**YouTube Originals**  
**Get Curious with Vice President Harris**

**Get Curious:**

Get Curious is a YouTube Originals special featuring Vice President Harris and five 12 - 13 year-olds from across the United States. These students embark on a journey around the Naval Observatory, where the Vice President lives.

While there, the kids meet and interview Vice President Harris and set off on an epic scavenger hunt, including visiting the Naval Observatory library, the telescope, and the master clock. At each stop, they receive a video message with a new clue that helps them find a puzzle piece. The puzzle pieces come together as the parts needed to make a DIY telescope, which they teach the viewers at home how to make.

Throughout their time at the Naval Observatory, our participants and viewers at home will learn just how much can happen when you “Get Curious!”

**Requests for NASA:**

1. We think NASA would be an ideal channel to host this video, given the strong connection to the content. We are planning to launch this show on October 16th in celebration of International Observe the Moon Night.
2. We know our viewers would be really excited about the clues coming from an astronaut. (If there’s any way to have one of the astronauts in space record it, that would be a dream come true.)

The astronaut would record 2-5 videos, approximately 15 seconds each, providing clues to the students. Scripts will be provided. The videos can be self shot on an iPhone. We will provide specs once confirmed.

--

**Doug Christman**

YouTube

## Brown, Brittany A. (HQ-NA020)

---

**From:** Brown, Brittany A. (HQ-NA020)  
**Sent:** Friday, September 10, 2021 9:40 AM  
**To:** Parker, Brenna M. EOP/OVP; Lauren Vrazilek  
**Cc:** Nadine Zylstra  
**Subject:** RE: [EXTERNAL] Next Steps: YTO x OVP x NASA

Happy Friday,

I confirmed the earliest we can have a space station crew member record is Sept. 23 and we can get you a MP4 the same day.

[Shane Kimbrough](#) is the NASA Astronaut we'll have record the video!

--

Brittany Brown

---

**From:** Brown, Brittany A. (HQ-NA020)  
**Sent:** Thursday, September 9, 2021 8:00 PM  
**To:** Parker, Brenna M. EOP/OVP <(b)(6)> Lauren Vrazilek <(b)(6)>  
**Cc:** Nadine Zylstra <(b)(6)>  
**Subject:** RE: [EXTERNAL] Next Steps: YTO x OVP x NASA

Hi there,

Yes, we'll look to have the astronaut record some sort of cool motion!

I'll circle back as soon as I learn when they might be able to work this into the schedule.

More to follow!

--

Brittany Brown

---

**From:** Parker, Brenna M. EOP/OVP <(b)(6)>  
**Sent:** Thursday, September 9, 2021 4:20 PM  
**To:** Lauren Vrazilek <(b)(6)> Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>  
**Cc:** Nadine Zylstra <(b)(6)>  
**Subject:** Re: [EXTERNAL] Next Steps: YTO x OVP x NASA

Wonderful. Thank you, Lauren! I remember on my call with Brittany we could also request the astronaut team to do some sort of action (hand wave/backflip etc.) do we want to incorporate an action into this script?

Brittany – When is the earliest the team up in space can record this for YouTube to slate it into the program?

---

**From:** Lauren Vrazilek <(b)(6)>  
**Date:** Wednesday, September 8, 2021 at 11:27 PM  
**To:** "Brown, Brittany A. (HQ-NA020)" <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>

Cc: Nadine Zylstra (b)(6) "Parker, Brenna M. EOP/OVP" <(b)(6)>

Subject: Re: [EXTERNAL] Next Steps: YTO x OVP x NASA

Hi Brittany,

I'm sorry for the delay. The draft script is attached. If you have any questions, feel free to give me a call in the morning to discuss.

I really appreciate you working on finding an earlier taping time, and please let me know if there's anything we can do to make this process as simple as possible.

Thanks again and talk soon!

Best,  
Lauren

On Tue, Sep 7, 2021 at 2:18 PM Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)> wrote:

Hi Lauren,

I hope you had a great long weekend!

Checking in on the status of the script.

Thanks for your time!

--

Brittany Brown

---

From: Lauren Vrazilek <(b)(6)>  
Sent: Friday, September 3, 2021 11:34 AM  
To: Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>  
Cc: Nadine Zylstra (b)(6)  
Subject: Re: [EXTERNAL] Next Steps: YTO x OVP x NASA

That would be incredible! We wouldn't be able to launch during world space week if we record on the 29th, and I know that is a big priority for OVP. I'll have scripts over to you Tuesday and we can connect again then. Have a great weekend!

On Fri, Sep 3, 2021 at 8:26 AM Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)> wrote:

Good morning,

I did a quick check with my colleagues and learned the earliest opportunity for recording, based on the current crew schedule, is Sept. 29. Pending receipt of the script next week, I'll look to see if we can have the operational team adjust things to get it recorded sooner.

Have a great weekend!

--

Brittany Brown

---

**From:** Brown, Brittany A. (HQ-NA020)  
**Sent:** Thursday, September 2, 2021 3:09 PM  
**To:** Lauren Vrazilek <(b)(6)>  
**Cc:** Nadine Zylstra (b)(6)  
**Subject:** RE: [EXTERNAL] Next Steps: YTO x OVP x NASA

Much appreciated!

--

Brittany Brown

---

**From:** Lauren Vrazilek <(b)(6)>  
**Sent:** Thursday, September 2, 2021 2:44 PM  
**To:** Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>  
**Cc:** Nadine Zylstra (b)(6)  
**Subject:** Re: [EXTERNAL] Next Steps: YTO x OVP x NASA

Yes! I just sent you a calendar invite.

On Thu, Sep 2, 2021 at 11:36 AM Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)> wrote:

Thanks for understanding! Can we connect tomorrow at 10:30 a.m. EDT?

--

Brittany Brown

---

**From:** Lauren Vrazilek <(b)(6)>  
**Sent:** Thursday, September 2, 2021 2:27 PM  
**To:** Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>  
**Cc:** Nadine Zylstra <(b)(6)>  
**Subject:** Re: [EXTERNAL] Next Steps: YTO x OVP x NASA

Great! And tonight or tomorrow both work well on this end.

On Thu, Sep 2, 2021 at 11:23 AM Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)> wrote:

Hi Lauren,

I'm in meetings until 5:30 p.m. EDT, but will definitely reach out in case one of them runs short.

Talk soon!

--

Brittany Brown

---

**From:** Lauren Vrazilek <(b)(6)>  
**Sent:** Thursday, September 2, 2021 1:33 PM  
**To:** Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>  
**Cc:** Nadine Zylstra <(b)(6)>  
**Subject:** Re: [EXTERNAL] Next Steps: YTO x OVP x NASA

Hi Brittany -- Would love to touch base today if you have a moment. You can reach me at (b) (6)

On Wed, Sep 1, 2021 at 11:53 AM Parker, Brenna M. EOP/OVP <(b)(6)> wrote:

+ Nadine + Lauren from YTO for awareness.

---

**From:** "Brown, Brittany A. (HQ-NA020)" <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>

**Date:** Tuesday, August 31, 2021 at 7:10 PM

**To:** "Parker, Brenna M. EOP/OVP" <(b)(6)>

**Cc:** Ashley Etienne <(b)(6)>

**Subject:** RE: [EXTERNAL] Next Steps: YTO x OVP x NASA

Hi Brenna,

It was so great to chat with you about the video release and I'm truly excited to share this content with the world 😊

I'll wait to hear back on the video script and content additions for our NASA STEM site and look forward to connecting again tomorrow.

Have a great evening!

Thank you!

Best,

**Brittany Brown** (she/her/hers)

Digital Communications

Mary W. Jackson NASA Headquarters

 [Chat on Microsoft Teams](#)

 [brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)

---

**From:** Parker, Brenna M. EOP/OVP <(b)(6)>  
**Sent:** Tuesday, August 31, 2021 7:00 PM  
**To:** Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>  
**Cc:** Etienne, Ashley D. EOP/OVP <(b)(6)>  
**Subject:** [EXTERNAL] Next Steps: YTO x OVP x NASA

Brittany,

Thank you for taking the time to speak with me this evening about our upcoming special with YouTube Originals (YTO). The team is aiming to air the program during World Space Week (October 4 – 10).

**Next Steps [Brittany to confirm the following]:**

- **Recording of astronaut in space:** YTO team will write the script and requested action (backflip/jump) to record in space and send that over for you to put in a scheduling request for the astronauts.
- **Digital:** NASA to post the 15 minute special to their YouTube channel.
  - VP, WH and NASA moon accounts, Artemis Program, Johnson space center, NASA solar accounts and the current NASA astronauts in space will promote the trailer and the special.
- **Website:** The end card on the special will drive kids to learn more at [nasa.gov/stem](https://nasa.gov/stem).
  - A page will be added to the STEM site on launch day with the YouTube special and additional materials from Dept. of Ed. (TBD).

Brittany – I'd love to still connect again tomorrow at 10 am ET with our Communications Director Ashley Etienne (cc'd). We had some additional ideas on how we can engage NASA and the National Space Council.

Looking forward to hearing from you,

Brenna

--

**Brenna Parker**

Digital Strategist, Office of the Vice President

(b)(6)

(b)(6)

**Brown, Brittany A. (HQ-NA020)**

---

**From:** Lauren Vrazilek <(b)(6)>  
**Sent:** Wednesday, September 8, 2021 11:27 PM  
**To:** Brown, Brittany A. (HQ-NA020)  
**Cc:** Nadine Zylstra; Parker, Brenna M. EOP/OVP  
**Subject:** Re: [EXTERNAL] Next Steps: YTO x OVP x NASA  
**Attachments:** GC Astronaut Script (2).pdf

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Hi Brittany,

I'm sorry for the delay. The draft script is attached. If you have any questions, feel free to give me a call in the morning to discuss.

I really appreciate you working on finding an earlier taping time, and please let me know if there's anything we can do to make this process as simple as possible.

Thanks again and talk soon!

Best,  
Lauren

On Tue, Sep 7, 2021 at 2:18 PM Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)> wrote:

Hi Lauren,

I hope you had a great long weekend!

Checking in on the status of the script.

Thanks for your time!

--

Brittany Brown

---

**From:** Lauren Vrazilek <(b)(6)>  
**Sent:** Friday, September 3, 2021 11:34 AM  
**To:** Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>  
**Cc:** Nadine Zylstra <(b)(6)>  
**Subject:** Re: [EXTERNAL] Next Steps: YTO x OVP x NASA

That would be incredible! We wouldn't be able to launch during world space week if we record on the 29th, and I know that is a big priority for OVP. I'll have scripts over to you Tuesday and we can connect again then. Have a great weekend!

On Fri, Sep 3, 2021 at 8:26 AM Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)> wrote:

Good morning,

I did a quick check with my colleagues and learned the earliest opportunity for recording, based on the current crew schedule, is Sept. 29. Pending receipt of the script next week, I'll look to see if we can have the operational team adjust things to get it recorded sooner.

Have a great weekend!

--

Brittany Brown

---

**From:** Brown, Brittany A. (HQ-NA020)  
**Sent:** Thursday, September 2, 2021 3:09 PM  
**To:** Lauren Vrazilek <(b)(6) [google.com](mailto:google.com)>  
**Cc:** Nadine Zylstra <(b)(6)>  
**Subject:** RE: [EXTERNAL] Next Steps: YTO x OVP x NASA

Much appreciated!

--

Brittany Brown

---

**From:** Lauren Vrazilek <(b)(6)>  
**Sent:** Thursday, September 2, 2021 2:44 PM  
**To:** Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>  
**Cc:** Nadine Zylstra <(b)(6)>  
**Subject:** Re: [EXTERNAL] Next Steps: YTO x OVP x NASA

Yes! I just sent you a calendar invite.

On Thu, Sep 2, 2021 at 11:36 AM Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)> wrote:

Thanks for understanding! Can we connect tomorrow at 10:30 a.m. EDT?

--

Brittany Brown

---

**From:** Lauren Vrazilek <(b)(6)>  
**Sent:** Thursday, September 2, 2021 2:27 PM  
**To:** Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>  
**Cc:** Nadine Zylstra <(b)(6)>  
**Subject:** Re: [EXTERNAL] Next Steps: YTO x OVP x NASA

Great! And tonight or tomorrow both work well on this end.

On Thu, Sep 2, 2021 at 11:23 AM Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)> wrote:

Hi Lauren,

I'm in meetings until 5:30 p.m. EDT, but will definitely reach out in case one of them runs short.

Talk soon!

--  
Brittany Brown

---

**From:** Lauren Vrazilek <(b)(6)>  
**Sent:** Thursday, September 2, 2021 1:33 PM  
**To:** Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>  
**Cc:** Nadine Zylstra <(b)(6)>  
**Subject:** Re: [EXTERNAL] Next Steps: YTO x OVP x NASA

Hi Brittany -- Would love to touch base today if you have a moment. You can reach me at (b)(6)

On Wed, Sep 1, 2021 at 11:53 AM Parker, Brenna M. EOP/OVP <(b)(6)> wrote:

+ Nadine + Lauren from YTO for awareness.

---

**From:** "Brown, Brittany A. (HQ-NA020)" <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>  
**Date:** Tuesday, August 31, 2021 at 7:10 PM  
**To:** "Parker, Brenna M. EOP/OVP" <(b)(6)>  
**Cc:** Ashley Etienne <(b)(6)>  
**Subject:** RE: [EXTERNAL] Next Steps: YTO x OVP x NASA

Hi Brenna,

It was so great to chat with you about the video release and I'm truly excited to share this content with the world 😊

I'll wait to hear back on the video script and content additions for our NASA STEM site and look forward to connecting again tomorrow.

Have a great evening!

Thank you!

Best,

**Brittany Brown** (she/her/hers)

Digital Communications

Mary W. Jackson NASA Headquarters

 [Chat on Microsoft Teams](#)

 [brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)

---

**From:** (b) (6) EOP/OVP <(b)(6)>  
**Sent:** Tuesday, August 31, 2021 7:00 PM  
**To:** Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>  
**Cc:** Etienne, Ashley D. EOP/OVP (b)(6) >  
**Subject:** [EXTERNAL] Next Steps: YTO x OVP x NASA

Brittany,

Thank you for taking the time to speak with me this evening about our upcoming special with YouTube Originals (YTO). The team is aiming to air the program during World Space Week (October 4 – 10).

**Next Steps [Brittany to confirm the following]:**

- **Recording of astronaut in space:** YTO team will write the script and requested action (backflip/jump) to record in space and send that over for you to put in a scheduling request for the astronauts.
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Brittany – I'd love to still connect again tomorrow at 10 am ET with our Communications Director Ashley Etienne (cc'd). We had some additional ideas on how we can engage NASA and the National Space Council.

Looking forward to hearing from you,

Brenna

--

**Brenna Parker**

Digital Strategist, Office of the Vice President

(b)(6)

| (b)(6)

## Brown, Brittany A. (HQ-NA020)

---

**From:** Brown, Brittany A. (HQ-NA020)  
**Sent:** Tuesday, August 31, 2021 7:10 PM  
**To:** Parker, Brenna M. EOP/OVP  
**Cc:** Etienne, Ashley D. EOP/OVP  
**Subject:** RE: [EXTERNAL] Next Steps: YTO x OVP x NASA

Hi Brenna,

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Have a great evening!

Thank you!

Best,  
**Brittany Brown** (she/her/hers)  
Digital Communications  
Mary W. Jackson NASA Headquarters

 [Chat on Microsoft Teams](#)

 [brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)

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**From:** (b) (6) EOP/OVP <(b)(6)>  
**Sent:** Tuesday, August 31, 2021 7:00 PM  
**To:** Brown, Brittany A. (HQ-NA020) <brittany.a.brown@nasa.gov>  
**Cc:** Etienne, Ashley D. EOP/OVP <(b)(6)>  
**Subject:** [EXTERNAL] Next Steps: YTO x OVP x NASA

Brittany,

Thank you for taking the time to speak with me this evening about our upcoming special with YouTube Originals (YTO). The team is aiming to air the program during World Space Week (October 4 – 10).

### Next Steps [Brittany to confirm the following]:

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  - VP, WH and NASA moon accounts, Artemis Program, Johnson space center, NASA solar accounts and the current NASA astronauts in space will promote the trailer and the special.
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  - A page will be added to the STEM site on launch day with the YouTube special and additional materials from Dept. of Ed. (TBD).

Brittany – I'd love to still connect again tomorrow at 10 am ET with our Communications Director Ashley Etienne (cc'd). We had some additional ideas on how we can engage NASA and the National Space Council.

Looking forward to hearing from you,  
Brenna

--

**Brenna Parker**

Digital Strategist, Office of the Vice President

(b)(6)

| (b)(6)

## **Brown, Brittany A. (HQ-NA020)**

---

**From:** Brown, Brittany A. (HQ-NA020)  
**Sent:** Friday, October 1, 2021 7:46 AM  
**To:** Etkind, Marc R. (HQ-NA000)  
**Subject:** Preview of YouTube Original Video for World Space Week

Good morning Marc,

As mentioned during our convo yesterday, below you will find a link to view a cut of the World Space Week produced by the YouTube Originals Team that will be released on NASA's flagship channel Oct. 7.

Please note this is not the final version; it's still going through final sound and color edits.

<https://f.io/bkM7ODax>

Password: b6

Thank you!

Best,  
**Brittany Brown** (she/her/hers)  
Digital Communications  
Mary W. Jackson NASA Headquarters  
 [Chat on Microsoft Teams](#)  
 [brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)

**Brown, Brittany A. (HQ-NA020)**

---

**From:** Turner, Dane A. (JSC-AD)[MORI ASSOCIATES INC]  
**Sent:** Thursday, September 23, 2021 12:06 PM  
**To:** Brown, Brittany A. (HQ-NA020)  
**Cc:** JSC-DL-ERO-Live-Television-Producers  
**Subject:** World Space Week Deferred Release Message

Hi Brittany,

You will find the recordings for the World Space Week message at the link below. I have included two takes, as the first [REDACTED] b5 . You may edit them as you see fit.

[REDACTED] b5

Please let me know if you have any issues.

Thank you,

**Dane Turner**  
Live Television & Video Producer  
NASA-JSC-PAO  
Analytical Mechanics Associates

e. dane.a.turner@nasa.gov  
w. www.ama-inc.com  
a. 2101 E NASA Pkwy, Houston, TX 77058; Bldg 2S

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## Brown, Brittany A. (HQ-NA020)

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**From:** Etkind, Marc R. (HQ-NA000)  
**Sent:** Friday, September 17, 2021 9:06 AM  
**To:** Brown, Brittany A. (HQ-NA020)  
**Cc:** Stephenson, Johnny F. (MSFC-NA000); Jacobs, Bob (HQ-NA000); Beutel, Allard (HQ-NA020); Warner, Cheryl M. (HQ-NA020)  
**Subject:** Re: NASA and White House Collaboration for World Space Week (Oct. 4-10)

Thanks Brittany. Got word that there may be some changing in the dates. Not sure if the date of the video release is changing or only the follow up events. If the astros are mentioning world space week, you may want to confirm that's still appropriate with the VPs office. Thanks

---

On: 15 September 2021 09:02, "Brown, Brittany A. (HQ-NA020)" <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)> wrote:

Good morning Marc,

In preparation for your meeting with the White House, below are details about our digital collaboration.

### **NASA and White House Collaboration for World Space Week**

*The Office of the Vice President is partnering with YouTube Originals Team to create a 15-minute video product slated for release during World Space Week (Oct. 4 – 10). It features Vice President Harris hosting kids at the U.S. Naval Observatory for a scavenger hunt where they will learn about time, the Moon, and telescopes.* (b) (5)

(b) (5)

(b) (5)

*he footage captured at the Naval Observatory coupled with footage of NASA Astronaut Shane Kimbrough reading scavenger hunt clues aboard the ISS will be edited by YouTube's production team into a video that will ultimately be released on [NASA's YouTube channel](#) (9 million subscribers), and promoted by YouTube, the White House, NASA, National Space Council, and Department of Education. YouTube's promotion plan includes featuring the video on their homepage (122 million views/day) and their Kids App (34 million families/week) as well as marketing support across their digital properties. The target release date is Oct. 7 or Oct. 8.*

### **About World Space Week**

*World Space Week is an international celebration of science and technology, and their contribution to the betterment of the human condition. The United Nations General Assembly declared in 1999 that World Space Week will be held each year from October 4-10. These dates commemorate two events:*

- October 4, 1957: Launch of the first human-made Earth satellite, Sputnik 1, thus opening the way for space exploration*
- October 10, 1967: The signing of the Treaty on Principles Governing the Activities of States in the Exploration and Peaceful Uses of Outer Space, including the Moon and Other Celestial Bodies.*

*In 2021, World Space Week celebrates "Women in Space."*

Thank you!

Best,

**Brittany Brown** (she/her/hers)  
Digital Communications  
Mary W. Jackson NASA Headquarters  
 [Chat on Microsoft Teams](#)  
 [brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)

## Brown, Brittany A. (HQ-NA020)

---

**From:** Nicole Parker <(b) (6)>  
**Sent:** Monday, October 4, 2021 6:41 PM  
**To:** Warner, Cheryl M. (HQ-NA020)  
**Cc:** Etkind, Marc R. (HQ-NA000); Lauren Vrazilek; Etienne, Ashley D. EOP/OVP; Parker, Brenna M. EOP/OVP; kellere@google.com; Laurel Stier; Brown, Brittany A. (HQ-NA020); Brown, Katherine M. (HQ-NA020); shanatepper  
**Subject:** Re: [EXTERNAL] Re: YouTube Rollout -- Quick approval needed

Hi Cherly, this is fantastic thank you, we'll reach out to the highlighted contacts first with the release under embargo.

Best,  
Nicole

On Mon, Oct 4, 2021 at 3:38 PM Warner, Cheryl M. (HQ-NA020) <[cheryl.m.warner@nasa.gov](mailto:cheryl.m.warner@nasa.gov)> wrote:

Hi all – I've attached a space call out list. If you need to narrow it down, I highlighted some top suggestions in yellow!

Best,

Cheryl

*Cheryl Warner*

*News Chief (acting)*

*Office of Communications*

(b) (6)

---

**From:** Nicole Parker <(b) (6)>  
**Sent:** Monday, October 4, 2021 6:20 PM  
**To:** Etkind, Marc R. (HQ-NA000) <[marc.r.etkind@nasa.gov](mailto:marc.r.etkind@nasa.gov)>  
**Cc:** Lauren Vrazilek <(b) (6)> Etienne, Ashley D. EOP/OVP <(b) (6)> Parker, Brenna M. EOP/OVP <(b) (6)> (b) (6) Laurel Stier <(b) (6)> Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>; Warner, Cheryl M. (HQ-NA020) <[cheryl.m.warner@nasa.gov](mailto:cheryl.m.warner@nasa.gov)>; Brown, Katherine M. (HQ-NA020) <[katherine.m.brown@nasa.gov](mailto:katherine.m.brown@nasa.gov)>  
**Subject:** Re: [EXTERNAL] Re: YouTube Rollout -- Quick approval needed

Thanks Marc, once we have the contacts you'd like to add, we'll be happy to send them the release under embargo.

Best,

Nicole

On Mon, Oct 4, 2021 at 3:18 PM Etkind, Marc R. (HQ-NA000) <[marc.r.etkind@nasa.gov](mailto:marc.r.etkind@nasa.gov)> wrote:

And adding in Team NASA, who will send our top space contacts (better to do it that way then for NASA to send out directly). Cheers

---

**From:** Nicole Parker <(b) (6)>  
**Date:** Monday, October 4, 2021 at 6:11 PM  
**To:** Lauren Vrazilek <(b) (6)>  
**Cc:** "Etienne, Ashley D. EOP/OVP" <(b) (6)> "Parker, Brenna M. EOP/OVP" <(b) (6)> "Laurel Stier" <(b) (6)> "Etkind, Marc R. (HQ-NA000)" <[marc.r.etkind@nasa.gov](mailto:marc.r.etkind@nasa.gov)>  
**Subject:** [EXTERNAL] Re: YouTube Rollout -- Quick approval needed

Great, will do!! Thanks!

On Mon, Oct 4, 2021 at 3:09 PM Lauren Vrazilek <(b) (6)> wrote:

Nicole -- I just chatted with Ashley. Quote is good as long as we give the context of it being said within the special. Feel free to tweak the highlighted line.

"My mom was a scientist. She would take us to the lab with her on the weekends and after school because she had to work long hours," Vice President Harris said to a group of kids in the special. "I just love the idea of exploring the unknown. We're going to learn so much as we increasingly are curious and interested in the potential for the discoveries and the work we can do in space. That's one of the things I'm most excited about."

On Mon, Oct 4, 2021 at 5:46 PM Nicole Parker <(b) (6)> wrote:

Hi Ashley, if I pull a quote from the episode to add to the release can you sign off on it quickly, otherwise we can go out without it. Here's the quote:

"My mom was a scientist. She would take us to the lab with her on the weekends and after school because she had to work long hours," said Vice President Harris. "I just love the idea of exploring the unknown. We're going to learn so much as we increasingly are curious and interested in the potential for the discoveries and the work we can do in space. That's one of the things I'm most excited about."

On Mon, Oct 4, 2021 at 2:14 PM (b) (6) EOP/OVP <(b) (6)> wrote:

We're all good to go on sending this out under embargo tonight for tomorrow morning

---

**From:** Etienne, Ashley D. EOP/OVP

**Sent:** Monday, October 4, 2021 4:50 PM

**To:** 'Lauren Vrazilek' <(b) (6)> Parker, Brenna M. EOP/OVP <(b) (6)>  
(b) (6) .com' (b) (6) .com>; (b) (6) .com' (b) (6) .com>; 'Laurel Stier' <(b) (6)>

**Cc:** Etkind, Marc R. (HQ-NA000) <[marc.r.etkind@nasa.gov](mailto:marc.r.etkind@nasa.gov)>

**Subject:** RE: YouTube Rollout

Hey Marc –

Meet the YouTube team. They're going to send out the following press release and trailer to reporters. Would be great if you could provide your top press contacts to make sure they're looped.

Let us know.

Thanks,

Ashley

From: Etienne, Ashley D. EOP/OVP

Sent: Monday, October 4, 2021 4:34 PM

To: 'Lauren Vrazilek' <[REDACTED] (b) (6) [REDACTED] Parker, Brenna M. EOP/OVP <[REDACTED] (b) (6) [REDACTED] b6 [REDACTED].com>; [REDACTED] b6 [REDACTED].com>; [REDACTED] b6 [REDACTED].com>; [REDACTED] b6 [REDACTED].com>; 'Laurel Stier' <[REDACTED] (b) (6) [REDACTED]>

Subject: YouTube Rollout

**Monday, October 4<sup>th</sup> (World Space Week!!)**

6 PM ET: Embargoed press release with trailer sent to key outlets

\*Embargo scheduled to lift on Tuesday, October 5th at 9am ET

- LINK to trailer: <https://app.frame.io/reviews/7e184cf8-3145-4188-89a2-180b7850d194>

**Embargo release/trailer sent to the following:**

- Vice President's press corps
- Morning shows, People, Entertainment Weekly, ET
- General outlets: AP, NY Times, LA Times, Washington Post, USA Today, Wall Street Journal, Chicago Tribune, Vanity Fair, Forbes, Reuters, Newsweek, TIME, Essence, Ebony
- Entertainment trades: Variety, Hollywood Reporter, Vulture, Deadline, Mashable
- Science / kids outlets: Science News for Students, Exploratorium, Frontiers for Young Minds, National Geographic for Kids, Space Scoop, Smithsonian Tween Tribune – and NASA's top tier list
- Parenting/family press: Kidscreen, Cafe Mom, Fatherly, Motherly, Parents, Red Tricycle, Scary Mommy, KidNuz, TIME for Kids, Time Out NY Kids, SheKnows.com, Good Housekeeping, Working Mother, Teen Kids News, Newsday Kidsday, C21Kids
- Political outlets: Axios, Bloomberg, CNET, CNN, The Hill, The Atlantic, Slate, Politico, New Yorker, HuffPo, BBC

**Tuesday, October 5th**

9 AM ET: Embargo lifts on the trailer and release

9:15/30 AM ET: YTO sends press release widely 2,000+ national media contacts, NASA's press lists, etc.

YTO sends release and pitch memo to regional lists for California, Louisiana, New Jersey, Iowa, and Missouri (b) (4), (b) (6)

**Thursday, October 7th**

9 AM: Show launches on NASA YouTube and platforms (+250 million) and [YouTube Kids](#) app (34 million)

- LINK to video: <https://f.io/bkM7ODax> Password: b6

9:15 AM: OVP, NASA, WH, Dept of Ed, etc posts on platforms

9:15 AM: YTO Kids + YTO Main (TBC) social posts

**Thursday – Sunday**

TBD: YTO executes regional press hits/interviews highlighting the kids featured in the special  
  
Book former/current astronauts, (celebrity) scientists, etc for national and regional television hits

TBD AM: OVP and NASA reposts VP video with women astronauts to coincide with Space Week and lift up the theme of “Women in Space”

Nicole Parker | Communications Consultant, YouTube | (b) (6) | (b) (6)

Nicole Parker |

Communications Consultant, YouTube |

(b) (6)

|

(b) (6)

--

Nicole Parker |

Communications Consultant, YouTube |

(b) (6)

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(b) (6)

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Nicole Parker |

Communications Consultant, YouTube |

(b) (6)

|

(b) (6)

**Brown, Brittany A. (HQ-NA020)**

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**From:** Warner, Cheryl M. (HQ-NA020)  
**Sent:** Monday, October 4, 2021 6:07 PM  
**To:** Brown, Brittany A. (HQ-NA020); Etkind, Marc R. (HQ-NA000); Brown, Katherine M. (HQ-NA020)  
**Subject:** RE: [EXTERNAL] RE: YouTube Rollout

Marc - I'm with Brittany and would recommend [REDACTED] b5

Best,

Cheryl

*Cheryl Warner*  
*Office of Communications*

(b) (6)

---

**From:** Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>  
**Sent:** Monday, October 4, 2021 6:00 PM  
**To:** Etkind, Marc R. (HQ-NA000) <[marc.r.etkind@nasa.gov](mailto:marc.r.etkind@nasa.gov)>; Warner, Cheryl M. (HQ-NA020) <[cheryl.m.warner@nasa.gov](mailto:cheryl.m.warner@nasa.gov)>; Brown, Katherine M. (HQ-NA020) <[katherine.m.brown@nasa.gov](mailto:katherine.m.brown@nasa.gov)>  
**Subject:** RE: [EXTERNAL] RE: YouTube Rollout

Hi Marc,

To clarify, we/NASA are not doing a release on this correct?

[REDACTED] (b)(5)

From where I sit, I think (b) (5)

[REDACTED] (b) (5)

and maybe we just

[REDACTED] (b)(5)

?

Does that sound okay? Other thoughts on this approach?

--

Brittany Brown

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**From:** Etkind, Marc R. (HQ-NA000) <[marc.r.etkind@nasa.gov](mailto:marc.r.etkind@nasa.gov)>  
**Sent:** Monday, October 4, 2021 5:56 PM  
**To:** Warner, Cheryl M. (HQ-NA020) <[cheryl.m.warner@nasa.gov](mailto:cheryl.m.warner@nasa.gov)>; Brown, Katherine M. (HQ-NA020) <[katherine.m.brown@nasa.gov](mailto:katherine.m.brown@nasa.gov)>; Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>  
**Subject:** FW: [EXTERNAL] RE: YouTube Rollout

---

**From:** "Etienne, Ashley D. EOP/OVP" <[REDACTED] (b) (6)>

**Date:** Monday, October 4, 2021 at 5:04 PM

To: Lauren Vrazilek <(b) (6)> "Parker, Brenna M. EOP/OVP" <(b) (6)>  
(b)(6)@.com" <(b)(6)@.com>, (b)(6)@.com" <(b)(6)@.com>,  
Laurel Stier <(b) (6)>  
Cc: "Etkind, Marc R. (HQ-NA000)" <[marc.r.etkind@nasa.gov](mailto:marc.r.etkind@nasa.gov)>  
Subject: [EXTERNAL] RE: YouTube Rollout



Marc – Here is the press release for your use.

**VICE PRESIDENT KAMALA HARRIS KICKS OFF WORLD SPACE WEEK WITH NEW  
YOUTUBE ORIGINALS SPECIAL  
“GET CURIOUS WITH VICE PRESIDENT HARRIS”**

**GLOBAL PLATFORM CONTINUES COMMITMENT TO KIDS AND FAMILY  
EDUCATIONAL PROGRAMMING WITH NEW SPECIAL LAUNCHING OCTOBER 7  
ON THE [NASA](#) OFFICIAL YOUTUBE CHANNEL**

## AND THE [YOUTUBE KIDS APP](#)

**LOS ANGELES, CA, October 5, 2021** -- Kicking off World Space Week, YouTube Originals today announced “Get Curious with Vice President Harris,” a new special encouraging children to “get curious” about space. This once-in-a-lifetime event follows a group of lucky kids as they meet Vice President Kamala Harris, go on a scavenger hunt with clues delivered by NASA astronaut Shane Kimbrough from the International Space Station, and get unprecedented exclusive access to the United States Naval Observatory. “Get Curious with Vice President Harris” will launch October 7 at 6am PT /9am ET, on the [NASA](#) YouTube Channel and the [YouTube Kids](#) app.

“We are honored to be working with Vice President Harris on this exciting special that encourages kids to ask questions and explore space,” said Nadine Zylstra, Head of Family, Learning and Impact for YouTubeOriginals. “Upholding our commitment to inspiring kids’ interests and learning, this special delivers quality, educational programming to our young viewers around the globe -- and it’s pretty cool to have the Vice President of the United States and astronaut Shane Kimbrough help us do it.”

In “Get Curious with Vice President Harris,” our kid explorers visit the Naval Observatory - where the Vice President lives - and meet with Vice President Harris to discuss her role as Vice President and head of the National Space Council as well as the wonders of space. The students are sent on a journey around the observatory; at each stop they receive a new clue from NASA astronaut Shane Kimbrough that helps them find a puzzle piece. They continue to discover new puzzle pieces until they have all the tools needed for a DIY telescope. The kids and viewers at home will learn about the Vice President and her passion for science, how the Naval Observatory produces and manages the time for country, and how to make their own simple telescope to look at the stars. Through this out of this world experience, kids will discover all the cool things you can uncover if you just ‘get curious!’

As the head of the National Space Council, Vice President Harris is committed to advancing STEM education and inspiring our nation’s children to explore the world around them. The Council, in addition to promoting STEM, will focus its efforts on ensuring that people benefit from space activities that advance our scientific understanding of the Earth and the Universe, enable our national security, and create economic opportunities.

“Get Curious with Vice President Harris” is produced by Sinking Ship Entertainment. Susanne Daniels is Global Head of Original Content for YouTube. Nadine Zylstra serves as Head of Family, Learning and Impact for YouTube Originals. Lauren Vrazilek and Laurel Stier oversee the special for YouTube Originals.

### **ASSETS:**

Key art can be found [here](#).

The “Get Curious with Vice President Harris” preview/sizzle can be found [here](#).

Press interested in embedding the “Get Curious with Vice President Harris” sizzle directly into their stories can use this link: [XX](#)

### [About YouTube Kids & Family Originals:](#)

“Get Curious with Vice President Harris” is the latest addition to an expanding roster of YouTube Originals focused on kids and family, including the award-winning “[Lockdown](#),” and recent hits such as “[BookTube Jr.](#)” “[The Workout Badges](#),” “[Growing with Lottie Dottie](#),” “[Kid Correspondent](#),” “[Break the Record](#),” “[SuperSema](#),” “[Pinkfong Wonderstar](#),” “[Sherwood](#),” “[We Are Savvy](#),” “[Hyperlinked](#),” “[Fruit Ninja Frenzy Force](#),” “[Kings of Atlantis](#)” and “[DanTDM Creates A Big Scene](#).” Shows on the YouTube Originals for Kids & Family channel can be found [here](#).

### [About YouTube Originals:](#)

YouTube Originals are award-winning series, specials and livestream events for YouTube’s two billion active monthly users that entertain, inspire, connect, and educate audiences through authentic storytelling from YouTube creators, music artists and celebrities. By tapping into the platform’s growing global community, fan engagement product capabilities, and innovative content, YouTube Originals amplify the most popular and unique aspects of YouTube. Fans can experience YouTube Originals content for free through the standard YouTube platform (ad-supported), or through a paid subscription to YouTube

Premium, which adds ad-free, bonus/exclusive content, and early binge access to select programming. YouTube Originals are available in over 100 countries worldwide. Keep up with the latest YouTube news by visiting the global platform's official blog at <https://blog.youtube/>.

About Sinking Ship Entertainment:

Sinking Ship Entertainment is an award-winning production, distribution and interactive company specializing in family and kids' live action and CGI blended content. Since opening its doors in 2004, Sinking Ship has produced over 500 hours of content, and through their globally recognized in-house distribution division, has sold to over 200 countries internationally. The company has rapidly earned a global reputation for high quality, ground-breaking original series and companion interactive experiences. Overall, Sinking Ship has won 21 Daytime Emmy® Awards and a variety of other international awards including BAFTA, Canadian Screen Awards, Youth Media Alliance Awards, Fan Chile Awards, Parents Choice Awards, the Shaw Rocket Prize, and the Prix Jeunesse International. In addition to its critically-acclaimed productions, Sinking Ship operates a cutting-edge VFX and Interactive Studio, creating multi-platform digital experiences and interactive content for audiences around the globe. For more information, visit the Sinking Ship [website](#), [Facebook](#), [Twitter](#), and [Instagram](#).

###

For more information or press inquiries, please contact: Nicole Parker at

(b) (6)



From: Etienne, Ashley D. EOP/OVP

Sent: Monday, October 4, 2021 4:50 PM

To: 'Lauren Vrazilek' <(b) (6)> Parker, Brenna M. EOP/OVP <(b) (6)>  
(b)(6).com' (b)(6).com>; (b)(6).com' <(b)(6).com>; 'Laurel Stier'  
<(b) (6)>

Cc: Etkind, Marc R. (HQ-NA000) <[marc.r.etkind@nasa.gov](mailto:marc.r.etkind@nasa.gov)>

Subject: RE: YouTube Rollout

Hey Marc –

Meet the YouTube team. They're going to send out the following press release and trailer to reporters. Would be great if you could provide your top press contacts to make sure they're looped.

Let us know.

Thanks,

Ashley

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**From:** (b) (6) EOP/OVP  
**Sent:** Monday, October 4, 2021 4:34 PM  
**To:** 'Lauren Vrazilek' <(b) (6)> Parker, Brenna M. EOP/OVP <(b) (6)>  
<(b) (6).com> <(b) (6).com>; <(b) (6).com>; 'Laurel Stier'  
<(b) (6)>  
**Subject:** YouTube Rollout

### **Monday, October 4<sup>th</sup> (World Space Week!!)**

6 PM ET: Embargoed press release with trailer sent to key outlets  
\*Embargo scheduled to lift on Tuesday, October 5th at 9am ET

- LINK to trailer: (b) (4)

#### **Embargo release/trailer sent to the following:**

- Vice President's press corps
- Morning shows, People, Entertainment Weekly, ET
- General outlets: AP, NY Times, LA Times, Washington Post, USA Today, Wall Street Journal, Chicago Tribune, Vanity Fair, Forbes, Reuters, Newsweek, TIME, Essence, Ebony
- Entertainment trades: Variety, Hollywood Reporter, Vulture, Deadline, Mashable
- Science / kids outlets: Science News for Students, Exploratorium, Frontiers for Young Minds, National Geographic for Kids, Space Scoop, Smithsonian Tween Tribune – and NASA's top tier list
- Parenting/family press: Kidscreen, Cafe Mom, Fatherly, Motherly, Parents, Red Tricycle, Scary Mommy, KidNuz, TIME for Kids, Time Out NY Kids, SheKnows.com, Good Housekeeping, Working Mother, Teen Kids News, Newsday Kidsday, C21Kids
- Political outlets: Axios, Bloomberg, CNET, CNN, The Hill, The Atlantic, Slate, Politico, New Yorker, HuffPo, BBC

### **Tuesday, October 5th**

9 AM ET: Embargo lifts on the trailer and release

9:15/30 AM ET: YTO sends press release widely *2,000+ national media contacts, NASA's press lists, etc.*

YTO sends release and pitch memo to regional lists for California, Louisiana, New Jersey, Iowa, and Missouri (where the kids featured in the special are located)

### **Thursday, October 7th**

9 AM: Show launches on NASA YouTube and platforms (+250 million) and [YouTube Kids](#) app (34 million)

- LINK to video: <https://f.io/bkM7ODax> Password: (b) (4)

9:15 AM: OVP, NASA, WH, Dept of Ed, etc posts on platforms

9:15 AM: YTO Kids + YTO Main (TBC) social posts

### **Thursday – Sunday**

TBD: YTO executes regional press hits/interviews highlighting the kids featured in the special

Book former/current astronauts, (celebrity) scientists, etc for national and regional television hits  
TBD AM: OVP and NASA reposts VP video with women astronauts to coincide with Space Week and lift up the theme of “Women in Space”

**Brown, Brittany A. (HQ-NA020)**

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**From:** Parker, Brenna M. EOP/OVP <(b)(6)>  
**Sent:** Thursday, September 30, 2021 11:16 AM  
**To:** Lauren Vrazilek; Etienne, Ashley D. EOP/OVP  
**Cc:** (b)(6).com; (b)(6).com; (b)(6).com; Brown, Brittany A. (HQ-NA020)  
**Subject:** Re: [EXTERNAL] Invitation: YT + OVP Rollout Planning Meeting @ Tue Sep 28, 2021 9am - 9:30am (PDT) (b)(6)  
**Attachments:** Get Curious Rollout (1).pdf

+ Brittany

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**From:** Lauren Vrazilek <(b)(6)>  
**Date:** Wednesday, September 29, 2021 at 12:27 AM  
**To:** Ashley Etienne <(b)(6)>  
**Cc:** "Parker, Brenna M. EOP/OVP" <(b)(6)> "(b)(6).com" <(b)(6).com>, "(b)(6).com" <(b)(6).com>, "(b)(6).com" <(b)(6).com>  
**Subject:** Re: [EXTERNAL] Invitation: YT + OVP Rollout Planning Meeting @ Tue Sep 28, 2021 9am - 9:30am (PDT) (b)(6)

Hi Ashley -- I'm attaching our proposed rollout. Let us know what you think.

On Tue, Sep 28, 2021 at 3:27 PM Lauren Vrazilek <(b)(6)> wrote:

Love this! We have a very similar timeline coming your way soon -- I will merge them so it's all in one place.

On Tue, Sep 28, 2021 at 3:21 PM Etienne, Ashley D. EOP/OVP <(b)(6)> wrote:

Hey guys --

I thought about this and wanted to run the follow by you as it related to the YouTube special. I can keep building this out but wanted to run the big items by you. See below that we'd like to have one of the kids featured in it to introduce it at the VP's event.

Let me know your thoughts.

Ashley

**Week of Oct 4:**

- Tuesday – YouTube announces special
- Thursday –
  - The Today Show gets the exclusive to air the special
    - Airs YouTube special
    - Hosts announce the VP’s “Rising Stars” event and call on Americans to go out and explore the night skies
    - Jenna Bush and Al Rocker announce they will attend VP event and interview her
- Thursday – Sunday
  - Regional press hits/interviews with kids featured in the special
    - Air YouTube special and includes mention of the VP’s call to action
  - Other morning shows:
    - OVP gives VP’s video with call to action to other morning shows, flagging the YouTube special
    - Maybe book one of the kids in the special on a morning show other than The Today Show
    - Maybe book Mae Jemison, Deputy Administrator of NASA Pam Melroy or another female astronaut on other morning shows to lift up the YouTube special, talk women in, STEM, and the VP’s call to action, etc

**TBD Week of Oct 18 – At VP’s “Rising Stars” event**

- Air the YouTube special
- Have one of the kids featured in the YouTube special introduce the special
- Airs the YouTube Special

-----Original Appointment-----

**From:** (b)(6)@.com (b)(6)@.com>

**Sent:** Monday, September 27, 2021 2:14 PM

**To:** (b)(6)@.com; Etienne, Ashley D. EOP/OVP; Parker, Brenna M. EOP/OVP; (b)(6)@.com; (b)(6)@.com; (b)(6)@.com

**Subject:** [EXTERNAL] Invitation: YT + OVP Rollout Planning Meeting @ Tue Sep 28, 2021 9am - 9:30am (PDT)  
(b)(6)

**When:** Tuesday, September 28, 2021 12:00 PM-12:30 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:**

**You have been invited to the following event.**

**YT + OVP Rollout Planning Meeting**

**When** Tue Sep 28, 2021 9am – 9:30am Pacific Time - Los Angeles

**Joining info** Join with Google Meet

[meet.google.com \(b\)\(6\)@.com](https://meet.google.com/(b)(6)@.com)

**Join by phone**

(US) (b) (6) (PIN: (b)(6) )

**More phone numbers**

Calendar (b)(6)

- Who
- (b)(6) .com - organizer
  - (b)(6)
  - (b)(6)
  - (b)(6) .com
  - (b)(6) .com
  - (b)(6) .com

**more details »**

Going (b) (6) **Yes - Maybe - No more options »**

Invitation from Google Calendar

You are receiving this courtesy email at the account (b) (6) because you are an attendee of this event.

To stop receiving future updates for this event, decline this event. Alternatively you can sign up for a Google account at <https://calendar.google.com/calendar/> and control your notification settings for your entire calendar.

Forwarding this invitation could allow any recipient to send a response to the organizer and be added to the guest list, or invite others regardless of their own invitation status, or to modify your RSVP. [Learn More.](#)

# ATTACHMENT

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**YouTube Originals // Get Curious  
Proposed Rollout and Press Release**

**Monday, October 4th**

3pm ET: Embargoed press release with trailer sent to key outlets  
\*Embargo scheduled to lift on Tuesday, October 5th at 9am ET  
\*Would the VP include a quote in the release?

**Exclusive clips** given to a few of the following: Today Show, People, Entertainment Weekly, ET

**Wide outreach to:**

- General outlets: AP, NY Times, LA Times, Washington Post, USA Today, Wall Street Journal, Chicago Tribune, Vanity Fair, Forbes, Reuters, Newsweek, TIME, Essence, Ebony
- Entertainment trades: Variety, Hollywood Reporter, Vulture, Deadline, Mashable
- Science / kids outlets: Science News for Students, Exploratorium, Frontiers for Young Minds, National Geographic for Kids, Space Scoop, Smithsonian Tween Tribune
- Parenting/family press: Kidscreen, Cafe Mom, Fatherly, Motherly, Parents, Red Tricycle, Scary Mommy, KidNuz, TIME for Kids, Time Out NY Kids, SheKnows.com, Good Housekeeping, Working Mother, Teen Kids News, Newsday Kidsday, C21Kids
- Political outlets: Axios, Bloomberg, CNET, CNN, The Hill, The Atlantic, Slate, Politico, New Yorker, HuffPo, BBC

**Tuesday, October 5th**

9am ET: **YTO sends press release wide and embargo lifts**  
*YTO will distribute the final press release wide to our press list of 2,000+ national media contacts.*

OVP will send to National press list and regional lists for California, Louisiana, New Jersey, Iowa, and Missouri

OVP sends a letter to teachers across the country

**Thursday, October 7th**

TBD ET: Show launches  
Note: We were previously planning to do this at 9am ET. However, if VP were to go on a morning show, I'd like to have the show launch timed to her appearance so viewers can find it immediately after.

TBD ET: The Today Show gets the exclusive to air the special (or sneak peak)

*Hosts announce the VP's "Rising Stars" event and call on Americans to go out and explore the night sky; Jenna Bush and Al Roker announce they will attend VP event and interview her*

TBD: OVP social posts

TBD: YTO Kids + YTO Main (TBC) social posts

TBD: NASA Social posts

### **Thursday – Sunday**

Regional press hits/interviews with kids featured in the special  
*Air YouTube special and includes mention of the VP's call to action*

Other morning shows:

*OVP gives VP's video with call to action to other morning shows, flagging the YouTube special*

*Maybe book one of the kids in the special on a morning show other than The Today Show*

*Maybe book Mae Jemison, Deputy Administrator of NASA Pam Melroy or another female astronaut on other morning shows to lift up the YouTube special, talk women in, STEM, and the VP's call to action, etc.*

### **TBD Week of Oct 18 – At VP's "Rising Stars" event**

Play the YouTube special at the top of the event

Have one of the kids featured in the YouTube special introduce the special

Coverage by Al + Jenna



**VICE PRESIDENT KAMALA HARRIS KICKS OFF WORLD SPACE WEEK  
WITH NEW YOUTUBE ORIGINALS SPECIAL  
"GET CURIOUS WITH VICE PRESIDENT HARRIS"**

**GLOBAL PLATFORM CONTINUES COMMITMENT TO KIDS AND FAMILY  
EDUCATIONAL PROGRAMMING WITH NEW SPECIAL LAUNCHING  
OCTOBER 7 ON THE [NASA](#) OFFICIAL YOUTUBE CHANNEL**

## AND THE [YOUTUBE KIDS APP](#)

**LOS ANGELES, CA, October 5, 2021** -- Kicking off World Space Week, YouTube Originals today announced “Get Curious with Vice President Harris,” a new special encouraging children to “get curious” about space. This once-in-a-lifetime event follows a group of lucky kids as they meet Vice President Kamala Harris, go on a scavenger hunt with clues delivered by NASA astronaut Shane Kimbrough from the International Space Station, and get unprecedented exclusive access to the Naval Observatory, where the Vice President lives. “Get Curious with Vice President Harris” will launch October 7 at 6am PT / 9am ET, on the [NASA](#) YouTube Channel and the [YouTube Kids](#) app.

### **ASK:** QUOTE FROM VP

“We are honored to be working with Vice President Harris on this exciting special that encourages kids to ask questions and explore space,” said Nadine Zylstra, Head of Family, Learning and Impact for YouTube Originals. “Upholding our commitment to inspiring kids’ interests and learning, this special delivers quality, educational programming to our young viewers around the globe -- and it’s pretty cool to have the Vice President of the United States and astronaut Shane Kimbrough help us do it.”

In “Get Curious with Vice President Harris,” our kid explorers visit the Naval Observatory - where the Vice President lives - and speak with Vice President Harris about her role as head of the Space Council. The students are sent on a journey around the naval observatory; at each stop they receive a new clue from NASA astronaut Shane Kimbrough that helps them find a puzzle piece. They continue to discover new puzzle pieces until they have all the tools needed for a DIY telescope. The kids and viewers at home will learn how to make their own simple telescope to look at the stars. Through this out of this world experience, kids will discover all the cool things you can uncover if you just ‘get curious!’

“Get Curious with Vice President Harris” is produced by Sinking Ship Entertainment. Susanne Daniels is Global Head of Original Content for YouTube. Nadine Zylstra serves as Head of Family, Learning and Impact for YouTube Originals. Lauren Vrazilek and Laurel Stier oversee the special for YouTube Originals.

### **ASSETS:**

Key art can be found [here](#).

The “Get Curious with Vice President Harris” preview/sizzle can be found [here](#).

Press interested in embedding the “Get Curious with Vice President Harris” sizzle directly into their stories can use this link: [XX](#)

### **About You Tube Kids & Family Originals:**

“Get Curious with Vice President Harris” is the latest addition to an expanding roster of YouTube Originals focused on kids and family, including the award-winning “[Lockdown](#),” and recent hits such as “[BookTube Jr.](#)” “[The Workout Badges](#),” “[Growing with Lottie Dottie](#),” “[Kid Correspondent](#),” “[Break the Record](#),” “[Super Sema](#),” “[Pinkfong Wonderstar](#),” “[Sherwood](#),” “[We Are Savvy](#),” “[Hyperlinked](#),” “[Fruit Ninja Frenzy Force](#),” “[Kings of Atlantis](#)” and “[DanTDM Creates A Big Scene](#).” Shows on the YouTube Originals for Kids & Family channel can be found [here](#).

### **About YouTube Originals:**

YouTube Originals are award-winning series, specials and livestream events for YouTube’s two billion active monthly users that entertain, inspire, connect, and educate audiences through authentic storytelling from YouTube creators, music artists and celebrities. By tapping into the platform’s growing global community, fan engagement product capabilities, and innovative content, YouTube Originals amplify the most popular and unique aspects of YouTube. Fans can experience YouTube Originals content for free through the standard YouTube platform (ad-supported), or through a paid subscription to YouTube

Premium, which adds ad-free, bonus/exclusive content, and early binge access to select programming. YouTube Originals are available in over 100 countries worldwide. Keep up with the latest YouTube news by visiting the global platform's official blog at <https://blog.youtube/>.

**About Sinking Ship Entertainment:**

Sinking Ship Entertainment is an award-winning production, distribution and interactive company specializing in family and kids' live action and CGI blended content. Since opening its doors in 2004, Sinking Ship has produced over 500 hours of content, and through their globally recognized in-house distribution division, has sold to over 200 countries internationally. The company has rapidly earned a global reputation for high quality, ground-breaking original series and companion interactive experiences. Overall, Sinking Ship has won 21 Daytime Emmy® Awards and a variety of other international awards including BAFTA, Canadian Screen Awards, Youth Media Alliance Awards, Fan Chile Awards, Parents Choice Awards, the Shaw Rocket Prize, and the Prix Jeunesse International. In addition to its critically-acclaimed productions, Sinking Ship operates a cutting-edge VFX and Interactive Studio, creating multi-platform digital experiences and interactive content for audiences around the globe. For more information, visit the Sinking Ship [website](#), [Facebook](#), [Twitter](#), and [Instagram](#).

###

For more information or press inquiries, please contact:

Nicole Parker at (b) (6)

## Brown, Brittany A. (HQ-NA020)

---

**From:** Brown, Brittany A. (HQ-NA020)  
**Sent:** Thursday, October 7, 2021 10:26 AM  
**To:** Ballarte, Chelsey N. (JSC-AD911); Fernandez, Stephanie C. (JSC-CB111)[SGT, INC]; Kisiuk, Erin N. (JSC-AD941)[MORI ASSOCIATES INC]; Brown, Katherine M. (HQ-NA020)  
**Cc:** HQ-DL-socialmedia  
**Subject:** RE: POSTING SOON! RE: VPOTUS + NASA Astronaut Video Launch Thursday, Oct. 7  
**Importance:** High

Confirming VP is live with her posts!

Facebook: <https://www.facebook.com/VicePresident/videos/1507264602970258/>

Twitter: <https://twitter.com/VP/status/1446118113024479247>

Instagram: <https://www.instagram.com/p/CUuu2RTDLG1/>

--

Brittany Brown

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**From:** Brown, Brittany A. (HQ-NA020)  
**Sent:** Thursday, October 7, 2021 10:08 AM  
**To:** Ballarte, Chelsey N. (JSC-AD911) <chelsey.n.ballarte@nasa.gov>; Fernandez, Stephanie C. (JSC-CB111)[SGT, INC] <stephanie.c.fernandez@nasa.gov>; Kisiuk, Erin N. (JSC-AD941)[MORI ASSOCIATES INC] <erin.kisiuk@nasa.gov>; Brown, Katherine M. (HQ-NA020) <katherine.m.brown@nasa.gov>  
**Cc:** HQ-DL-socialmedia <hq-dl-socialmedia@mail.nasa.gov>  
**Subject:** POSTING SOON! RE: VPOTUS + NASA Astronaut Video Launch Thursday, Oct. 7

Good morning everyone,

The *Get Curious* video is live on YouTube (<https://youtu.be/Wlxq4S-4CCY>) and VPOTUS will post on her accounts in ~15 minutes!

We're following VP's lead for agency posts so after her content is live, feel free to quote Tweet, retweet, Facebook share or crosspost to add additional context for your individual account.

### TWITTER STUDIO SHARING

Sharing is turned on for NASA, NASA Astronauts, International Space Station, Shane Kimbrough, OSTEM, and Johnson Space Center.

[https://studio.twitter.com/library/13\\_1446104803021508608](https://studio.twitter.com/library/13_1446104803021508608)

### FACEBOOK CROSSPOSTING

Facebook crossposting is turned on for the aforementioned accounts as well. You should be able to find the video in Creator Studio.

[@Ballarte, Chelsey N. \(JSC-AD911\)](#) To confirm crossposting relationship b/t VP & NASA Astronauts' Facebook, use this link:

[https://www.facebook.com/NASAAstronauts/settings/?tab=video\\_crossposting&ref=vcp&partner\\_id=102479025168087](https://www.facebook.com/NASAAstronauts/settings/?tab=video_crossposting&ref=vcp&partner_id=102479025168087)

[@Kisliuk, Erin N. \(JSC-AD941\)\[MORI ASSOCIATES INC\]](#) To confirm crossposting relationship b/t VP & OSTEM Facebook, use this link

[https://www.facebook.com/NASASTEMEngagement/settings/?tab=video\\_crossposting&ref=vcp&partner\\_id=102479025168087](https://www.facebook.com/NASASTEMEngagement/settings/?tab=video_crossposting&ref=vcp&partner_id=102479025168087)

Thanks for your time!

--

Brittany Brown

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**From:** Brown, Brittany A. (HQ-NA020)

**Sent:** Wednesday, October 6, 2021 9:02 PM

**To:** Ballarte, Chelsey N. (JSC-AD911) <[chelsey.n.ballarte@nasa.gov](mailto:chelsey.n.ballarte@nasa.gov)>; Fernandez, Stephanie C. (JSC-CB111)[SGT, INC] <[stephanie.c.fernandez@nasa.gov](mailto:stephanie.c.fernandez@nasa.gov)>; Kisliuk, Erin N. (JSC-AD941)[MORI ASSOCIATES INC] <[erin.kisliuk@nasa.gov](mailto:erin.kisliuk@nasa.gov)>;

Brown, Katherine M. (HQ-NA020) <[katherine.m.brown@nasa.gov](mailto:katherine.m.brown@nasa.gov)>

**Subject:** VPOTUS + NASA Astronaut Video Launch Thursday, Oct. 7

Hi everyone,

As noted on the digital calendar, we're teaming up with YouTube Originals to release "Get Curious with Vice President Harris" as a part of World Space Week. The video encourages kids to "get curious" as they explore the Naval Observatory - where the Vice President lives - solve a puzzle with clues delivered by NASA astronaut Shane Kimbrough, build a DIY telescope, and speak with Vice President Harris about her role as head of the National Space Council.

Below are the draft posts we're planning to publish from flagship accounts at 9 a.m. EDT tomorrow, Oct. 7 to drive traffic to the full video upload hosted on NASA's YouTube channel. Any additional amplification or engagement from your respective accounts is greatly appreciated!

#### **@NASA Twitter (Studio Share from VP Account)**

*This #WorldSpaceWeek, we're going places... to space with @Astro\_Kimbrough and inside the U.S. Naval Observatory with its famous resident, @VP herself.*

Full video: <https://youtu.be/Wlxq4S-4CCY>

More space activities: <https://www.nasa.gov/stem>

#### **NASA Facebook (Crossposting from VP Account. Note: the VP's handle will expand to "Vice President Kamala Harris" in running copy)**

*This #WorldSpaceWeek, we're going places... to space with @NASA Astronauts' Shane Kimbrough and inside the U.S. Naval Observatory with its famous resident, @VicePresident herself.*

Full video: <https://youtu.be/Wlxq4S-4CCY>

More space activities: <https://www.nasa.gov/stem>

#### **NASA LinkedIn**

*This #WorldSpaceWeek, we're going places... to space with NASA astronaut Shane Kimbrough and inside the U.S. Naval Observatory with its famous resident, Vice President herself.*

Full video: <https://youtu.be/Wlxq4S-4CCY>

More space activities: <https://www.nasa.gov/stem>

Thank you!

Best,  
**Brittany Brown** (she/her/hers)  
Digital Communications  
Mary W. Jackson NASA Headquarters  
 [Chat on Microsoft Teams](#)  
 [brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)

## **Brown, Brittany A. (HQ-NA020)**

---

**From:** Brown, Brittany A. (HQ-NA020)  
**Sent:** Wednesday, October 6, 2021 9:13 PM  
**To:** HQ-DL-webteam  
**Subject:** Homepage Content for VPOTUS/NASA Video Release Thursday, Oct. 7  
**Attachments:** YTO\_GetCurious\_Universal\_1041x1041\_Launching ON YTKids.jpg;  
YTO\_GetCurious\_Universal\_Final\_1080x1080.jpg; YTO\_GetCurious\_Universal\_Final\_1920x1080.jpg; YTO\_GetCurious\_Universal\_Post-launch\_1041x1041\_Launching.jpg

Hi team,

I'm writing to provide the VPOTUS content to feature on nasa.gov to coincide with the YouTube Originals launch at 9 a.m. EDT:

- Video link
  - <https://youtu.be/Wlxq4S-4CCY>
- Video headline (Feel free to tweak)
  - Get Curious with Vice President Harris and NASA
- Thumbnail options
  - Attached

I gave them the specs Gary mentioned and also asked for versions with no text overlay, but to no avail. Sending along what I have for now and will try again tomorrow to see if they can provide additional options without text.

Thank you!

Best,  
**Brittany Brown** (she/her/hers)  
Digital Communications  
Mary W. Jackson NASA Headquarters  
 [Chat on Microsoft Teams](#)  
 [brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)

# **ATTACHMENT**

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 YouTube Originals

# get CURIOUS

LAUNCHING OCTOBER 7 ON YouTube Kids



# **ATTACHMENT**

---

 YouTube Originals

# get CURIOUS

Launching on **YouTube Kids**  
OCTOBER 7



# **ATTACHMENT**

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YouTube Originals

# get CURIOUS



# **ATTACHMENT**

---

 YouTube Originals

# get CURIOUS



LAUNCHING OCTOBER 7

## **Brown, Brittany A. (HQ-NA020)**

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**From:** Brown, Brittany A. (HQ-NA020)  
**Sent:** Wednesday, October 6, 2021 9:02 PM  
**To:** Ballarte, Chelsey N. (JSC-AD911); Fernandez, Stephanie C. (JSC-CB111)[SGT, INC]; Kisiuk, Erin N. (JSC-AD941)[MORI ASSOCIATES INC]; Brown, Katherine M. (HQ-NA020)  
**Subject:** VPOTUS + NASA Astronaut Video Launch Thursday, Oct. 7

Hi everyone,

As noted on the digital calendar, we're teaming up with YouTube Originals to release "Get Curious with Vice President Harris" as a part of World Space Week. The video encourages kids to "get curious" as they explore the Naval Observatory - where the Vice President lives - solve a puzzle with clues delivered by NASA astronaut Shane Kimbrough, build a DIY telescope, and speak with Vice President Harris about her role as head of the National Space Council.

Below are the draft posts we're planning to publish from flagship accounts at 9 a.m. EDT tomorrow, Oct. 7 to drive traffic to the full video upload hosted on NASA's YouTube channel. Any additional amplification or engagement from your respective accounts is greatly appreciated!

### **@NASA Twitter (Studio Share from VP Account)**

*This #WorldSpaceWeek, we're going places... to space with @Astro\_Kimbrough and inside the U.S. Naval Observatory with its famous resident, @VP herself.*

Full video: <https://youtu.be/Wlxq4S-4CCY>

More space activities: <https://www.nasa.gov/stem>

### **NASA Facebook (Crossposting from VP Account. Note: the VP's handle will expand to "Vice President Kamala Harris" in running copy)**

*This #WorldSpaceWeek, we're going places... to space with @NASAAstronauts' Shane Kimbrough and inside the U.S. Naval Observatory with its famous resident, @VicePresident herself.*

Full video: <https://youtu.be/Wlxq4S-4CCY>

More space activities: <https://www.nasa.gov/stem>

### **NASA LinkedIn**

*This #WorldSpaceWeek, we're going places... to space with NASA astronaut Shane Kimbrough and inside the U.S. Naval Observatory with its famous resident, Vice President herself.*

Full video: <https://youtu.be/Wlxq4S-4CCY>

More space activities: <https://www.nasa.gov/stem>

Thank you!

Best,  
**Brittany Brown** (she/her/hers)  
Digital Communications  
Mary W. Jackson NASA Headquarters

 [Chat on Microsoft Teams](#)

 [brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)

**From:** [Navias, Rob \(JSC-AD911\)](#)  
**To:** [Hartsfield, James A. \(JSC-AD911\)](#); [Mathis, Dylan \(JSC-AD111\)](#)  
**Subject:** FW: White House Request for Crew Member Recording  
**Date:** Friday, September 10, 2021 7:13:09 PM  
**Attachments:** [Get Curious Astronaut Script.docx](#)

---

HQs request for your perusal. Plan to get this done on Sept. 23.

**From:** Brown, Brittany A. (HQ-NA020) <[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)>  
**Sent:** Friday, September 10, 2021 5:41 PM  
**To:** Navias, Rob (JSC-AD911) <[rob.navias-1@nasa.gov](mailto:rob.navias-1@nasa.gov)>  
**Subject:** White House Request for Crew Member Recording

Good evening Mr. Navias,

As we discussed, I'm writing with a request to have a NASA astronaut on station record video content for inclusion in VPOTUS' first big partnership and video production to engage kids since she took office. Thank you for your willingness to potentially have this content recorded Sept. 23 by astronaut Shane Kimbrough, if scheduling allows.

#### **BACKGROUND**

The Office of the Vice President is partnering with YouTube Originals Team to create a 15-minute video product slated for release during World Space Week (October 4 – 10). It features Vice President Harris hosting kids at the U.S. Naval Observatory for a scavenger hunt where they will learn about the Moon. VPOTUS' Communications Team would like to have a NASA Astronaut record the "clues" for the scavenger hunt to ensure the final video product has a direct tie-in to NASA. This video recording request is for the crew member on station to read a script with brief pauses between each prompt to ensure each item it can be cleanly edited into already captured footage of kids looking at a phone to view clues as they progress throughout the scavenger hunt with VPOTUS. The footage captured at the Naval Observatory coupled with footage from the ISS will be edited by YouTube's production team into a video that will ultimately be released on NASA's YouTube channel, and promoted by YouTube, the White House, National Space Council, and Department of Education. YouTube's promotion plan includes featuring it on their homepage (122 million views/day) and their Kids App (34 million families/week) as well as marketing support across their digital properties. The target release date is Oct. 7 or Oct. 8.

#### **SCRIPT & PROMPTS**

Attached. There are lines between each item in the script so that Shane can take a clear pause when reading the script aloud. This will ensure each item (or "clue") can be edited into the full package.

#### **POC FOR RECEIPT OF MATERIAL:**

Brittany Brown

Please send the MP4 file to [brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)

Thank you!

Best,

**Brittany Brown** (she/her/hers)

Digital Communications

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[brittany.a.brown@nasa.gov](mailto:brittany.a.brown@nasa.gov)

# **ATTACHMENT**

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# GET CURIOUS

## Astronaut Lines

Hi, my name is Shane Kimbrough, and I am coming to you from the International Space Station with a challenge! This year during World Space Week I challenge you to go outside and look at the moon. Go to your local observatory, look with your naked eyes, or maybe even make your own telescope!

---

I am calling on my team to GET CURIOUS and figure out how to do it. Do you want to join the team? Don't worry you will have some help from me... and a couple of other important people along the way. Let's do it!

---

Step 1: Meet the rest of the team

---

Are we ready to go team? The Journey starts in DC!

---

Hey team, if you're going to build your own telescope, it might help to see how one works first... head over to the United States Naval Observatory to start your adventure!

---

Sounds like you need to find some lenses and a tube to build your telescope. Why don't you look around the library and see what you can find...

---

Your next challenge is to find and meet the head of the space council. I'll give you a hint, she actually lives here at the Naval Observatory.

---

Good work team! It's time to make your own telescope! Let's get building!

---

Congrats GET CURIOUS team, you did it! Remember the moon isn't the only awesome thing to discover in Space. What else can you see? The Milky Way? Mars? And those are the ones we know, the universe is full of new discoveries to be made and maybe you will be the one to make them. Just GET CURIOUS and who knows what you will discover!

**[ACTION: FLOAT AWAY AFTER READING THIS]**

---

**RECORD SHANE DOING A BACKFLIP**

**RECORD SHANE SMILING AND WAVING**

## **Brown, Brittany A. (HQ-NA020)**

---

**From:** Brown, Brittany A. (HQ-NA020)  
**Sent:** Friday, September 10, 2021 6:47 PM  
**To:** Schierholz, Stephanie (HQ-NA020)  
**Cc:** Beutel, Allard (HQ-NA020); Warner, Cheryl M. (HQ-NA020)  
**Subject:** FW: White House Request for Crew Member Recording  
**Attachments:** Get Curious Astronaut Script.docx

Hi Stephanie,

Sending a quick note to let you know I talked to Mr. Navias earlier today about the request from VPOTUS' team to have an astronaut on station record snippets for their video product slated for release during World Space Week. He said he has a slot available Sept. 23 for Shane Kimbrough to do the taping.

During a call with VPOTUS' comms director earlier this week, she shared with me and Marc that they also want us and other agencies to use the video release as an opportunity to plan "watch" events with kids and promote related educational activities.

I'll share more updates as planning progresses.

--

Brittany Brown

**From:** Brown, Brittany A. (HQ-NA020)  
**Sent:** Friday, September 10, 2021 6:41 PM  
**To:** Navias, Rob (JSC-AD911) <rob.navias-1@nasa.gov>  
**Subject:** White House Request for Crew Member Recording

Good evening Mr. Navias,

As we discussed, I'm writing with a request to have a NASA astronaut on station record video content for inclusion in VPOTUS' first big partnership and video production to engage kids since she took office. Thank you for your willingness to potentially have this content recorded Sept. 23 by astronaut Shane Kimbrough, if scheduling allows.

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Digital Communications

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Congrats GET CURIOUS team, you did it! Remember the moon isn't the only awesome thing to discover in Space. What else can you see? The Milky Way? Mars? And those are the ones we know, the universe is full of new discoveries to be made and maybe you will be the one to make them. Just GET CURIOUS and who knows what you will discover!

**[ACTION: FLOAT AWAY AFTER READING THIS]**

---

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**RECORD SHANE SMILING AND WAVING**

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**Sent:** Friday, September 10, 2021 6:41 PM  
**To:** Navias, Rob (JSC-AD911)  
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**Brittany Brown** (she/her/hers)

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