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**SPACE AGE**  
**Final Report**  
**for**  
**The National Science Foundation**  
**from**  
**WQED Pittsburgh**

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**MASTER**

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# SPACE AGE

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## PREMIERES:

**SPACE AGE** had its world premiere at the large-screen Spaceport Theater at Cape Canaveral/Kennedy Spaceport. The first program was screened for invited guests who, that morning, also witnessed a launch of the Space Shuttle. Since that mission carried the first Japanese astronaut, it was a nice tie-in to the substantial co-production participation of **SPACE AGE** by NHK Japan. A special press conference for the series and a twenty-minute preview reel was screened for journalists who were also at the Cape for the shuttle launch. Numerous first-hand newspaper articles were generated. CNN ran part of the preview reel. The first episode in the series, "The Quest for Planet Mars," then ran twice a day for a week, prior to the Public Broadcasting Service broadcast on an Imax format screen at the Spaceport theater. The program was seen by thousands of visitors.

**SPACE AGE** also had a special premier at the National Academy of Sciences in Washington, DC with some 400 special guests, including scientists and government agency representatives.

## BROADCAST:

The series premiered on October 12, 1992. It was fed by PBS again beginning June 3, 1993. PBS average national ratings for the series were a 6.2% for household come. Estimated gross audience reach of over 8 million. A number of stations, including KTEH in San Jose are running the series this fall before the PBS rights expire. WQED expects to subsequently place the series on Discovery, Learning Channel or others as it has done with many of our other series.

## **SPECIAL PROMOTIONS:**

The Sci-Fi Channel did five-minute custom previews of each of the six programs prior to the PBS broadcasts in their weekly "What's Around This Week?". Catch it on PBS! was the message.

## **PUBLISHING:**

Random House produced, and internationally distributed, the **SPACE AGE** companion volume by writer William Walter. NHK Japan produced a six-volume quality paperback set for distribution in Japan.

## **INTERACTIVE:**

WQED's first CD-Rom, **NEXT STEP MARS?**, was produced from material in the series and the companion book with a production advance of \$450,000 from interactive publisher Interactive Ventures, Inc. of Rochester, Minnesota, the publishers of the Mayo Clinic line of health CD-Roms. The CD-Rom was produced for both MacIntosh and PC formats. **NEXT STEP MARS?** is currently in stores and catalogues.

## **EDUCATIONAL:** (Please see attached memo)

Two preview specials were produced. The first was hosted by astronaut and National Academy of Sciences Committee Chair, Sally Ride. The live satellite special was received by some 200 schools, reaching an estimated audience of 30,000 schoolchildren. Clips from the show and science discussions were included. The call-in questions were particularly popular with so many calls coming in that the lines got jammed! Some forty student questions were answered live.

- "How to Use" Special
- Distribution of educational materials:

**SPACE AGE** teamed up with NASA to promote the series and its materials at the National Science Teachers Association's annual convention. We also had a special insert in the NSTA magazine, "Science Teacher".

NASA Space Center Houston continues to give away the **SPACE AGE** 78-page Activity Guides to all teachers who come through the Center.

A teleconference was produced with The Challenge Center called "Marsville" -- an activity centered on exploration ideas for future Mars missions. Over 900

schools served as receive sites for this teleconference reaching 1.5 million students plus approximately 400,000 educators and students in the Pacific Rim who were reached by radio broadcast.

140,000 poster/study guides were distributed.

- Public Media Inc. distributes the series to teachers and for home video. To date we have reported sales of 2,806 box sets and 2,043 individual programs.

- The series helped establish a new benchmark for "free off-air taping" by being able to extend the rights to six years.

- NASA sponsored a "national educators teleconference" from Orlando, Florida on the eve of Dr. Mae Jemison's first flight. As the first black American woman in space she introduced the conference to encourage greater minority awareness and use of NASA's educational efforts. **SPACE AGE** highlighted the evening with a demo reel. Executive Producer, Greg Andorfer, and Educational Consultant, Toby Levine, introduced the series and its educational materials and efforts. Some 8,000 teachers were reached.

#### **INTERNATIONAL:**

The series was successfully broadcast by all of the series' co-production partners. NHK Japan ran the series as six, one-hour specials in their special monthly highlight hour. ABC Australia ran the series in their Sunday prime-time documentary slot. SVT-1 Sweden and TROS Netherlands ran the series a few months after the American broadcast. **SPACE AGE** also has extensive sales in the international market having been seen in Germany, Austria, the former Soviet Union, in South America, the Middle East and France. NHK Japan coordinates Asian distribution. **SPACE AGE** was so popular that it is enjoying second runs in many countries.

#### **DERIVATIVES:**

WQED produced an Investigative Report with Bill Curtis for the A&E cable network about surveillance space technology that was largely derived from the **SPACE AGE** episode, "Celestial Sentinels". The hour-long special aired on A&E in 1994.

A **SPACE AGE** soundtrack album was produced and distributed worldwide by Narada Records of Milwaukee, Wisconsin. Jay Chattaway (of "Star Trek" fame) composed the **SPACE AGE** soundtrack and created special soundtrack re-versions for the recording. A 20-page booklet for the CD "jewel box" was produced by WQED, mentioning all funders.

**OF SPECIAL INTEREST:**

**SPACE AGE** won a special documentary award at the Prix Leonardo in Parma, Italy. An international panel of judges gave the award. The series was also seen by school children of Parma in special screenings and was also seen by worldwide science producers as a part of the accompanying **SCIENCEVIEW** Conference that took place simultaneously with the Prix Leonardo Festival. The Executive Producer was asked to show material from the series as a part of a special panel of television science journalists at the annual meeting of the American Association for the Advancement of Sciences in Boston, Massachusetts. Some 4000 people attended the presentation. The Executive Producer also participated in a science journalism panel at Penn State University with others from the Wall Street Journal, The Philadelphia Inquirer and other newspapers to discuss the mix of science and historical perspective in creative approaches like **SPACE AGE**.

The **SPACE AGE** project was introduced in the media section as a part of a National Academy of Sciences/NASA-sponsored "Mission to Planet Earth" conference with distinguished speakers including Vice President, Al Gore. The program "Music to Planet Earth" was also premiered and discussed.

## Memorandum

TO: Meg Villereal, CPB, FAX # 202-783-1019  
FROM: Sue Donley, WQED  
SUBJECT: SPACE AGE Education and Outreach deliverables/events  
DATE: August 26, 1992

I prepared the following memo about the pieces and distribution of the SPACE AGE education plan for all of us in-house. I think it will give you what you need for your report, but if you'd like more detail, please call me at 412/622-6441. Please note that we are just now starting to see the results of our press campaign—the mail requests increase daily.

### *SPACE AGE Education, Outreach, and Promotion*

#### PRINT MATERIALS

Ed. Press Release, Newsletter, Gen. Press Release, One Sheet

July-August, (2000) distributed by QED Outreach

- Educational magazines, newspapers and newsletters (w/B&W photo) (50)
- PTV Instructional Television directors, PBS, CEN, PMN, SECA (400)
- NASA teachers centers (300)
- Underwriters: CPB, Dept. of Energy, NSF, NASA, McDonnell Douglas
- Council of State Science Supervisors (90)
- NEA, minus the newsletter (50-55)
- NEA state editors (with newsletter)—end of July
- AFT state editors (with newsletter)—at national convention in Pittsburgh
- Informal education groups like Scouts, Campfire Assoc., Space Camps, Junior Astronauts, Y's, Challenger Centers, Science Camps
- Pacific Planetarium Association (225)
- International Planetarium Society (550)
- Association of Science-Technology Centers (250)

Premiere edition, SPACE AGE Outreach Newsletter

July-August (10,500), additional issues October 1 and Spring.

- NASA Teacher Centers (50 regional, 13 national)
- NASA Space Grant programs and ISY contacts
- Other NASA education contacts (300)
- Public Television Outreach Directors and ITV directors (approx. 600)
- State NEA and AFT Editors (100)
- Educational Press list (100)
- Informal education groups
- Pacific Planetarium Association (225)
- International Planetarium Society (550)
- Association of Science-Technology Centers (250)
- New MAST/New EST Teachers (NSTA) (3000)
- Council of State Science Supervisors (90)
- Underwriters (100)



- Teachers requesting information (about 100 by 8/26, requests arriving daily)
- World Space Congress special edition (3000)

**Poster/Study Guide for teachers****July-Sept (140,000), distributed by QED Outreach****Inserted in teacher's magazines:**

- Scholastic Science World (teachers' editions) (21,900)
- Scholastic Update (teachers' editions) (20,600)
- Social Education (National Council for Social Studies) (27,000)
- Science Teacher (National Science Teacher's Association) (33,000)
- Technology Teacher (International Technology Education Assn.) (8000)

**Also available:**

- NASA Space Link and PBS Learning link (text on line)
- Upon request from QED Outreach (about 100 as of 8/26, requests arriving daily)
- At NASA Teacher Centers (300) where teachers may xerox
- Through PBS ITV Directors (10 automatically sent to each (3000), up to 100 more for distribution to teachers if requested (about 20 stations have as of 8/26-2000)
- In educational and general press packets (2100)
- World Space Congress (500)
- National Academy of Sciences (1200)

**78 Page Activity Guide (looseleaf, three-ring binder)****To printer Aug. 28, first order shipped 9/11****(10,000) distributed by QED Outreach through mailing service at Consolidated**

- All PBS ITV directors (2 copies, xeroxing encouraged) (600)
- All outreach support groups
- text available on line Space Link, Learning Link, OnLine America (through USA Today)
- Fulfillment of individual write-in orders, cost: \$5 s/h (about 150 orders as 8/26, orders have just started arriving)
- NASA Teacher Resource Centers (2 copies each, xeroxing encouraged) (126)
- Underwriters (30)

**Media Press Kit****August 21 (2000), distributed by QED Public Relations****includes press release, feature release, poster insert, co-production listing, episode synopsis**

- Basic Media Mailing List
- NASA list of space and aeronautics groups, publications and scientists
- Underwriters

**SPACE AGE companion book, Chip Walter****September 21, distributed by Random House****includes press release, feature release, poster insert, co-production listing, episode synopsis**

**MEDIA COMPONENTS (in order of availability)****Promotional Video, VHS, 7 min., Available from July on through QED Outreach**

- sent to NASA Teacher Resource Centers
- National PR directors of American Federation of Teachers, National Education Association, International Technology Education Association, National Council for the Social Studies, National Science Teachers Association, American Association of School Administrators, National Association of Secondary School Principals, National PTA

**Narada Records Soundtrack album**

- In record stores Sept. 15 with sticker saying "Watch SPACE AGE"

**Six-Part Series, Begins October 12**

- Six-year off-air taping rights for schools
- Cassettes available through Films Incorporated Video (PMI).

**School Specials**

**SPACE AGE special with Sally Ride, 9-12 grades, October 1/1:00-1:45 ET**  
**Challenger Center Marsville special (SPACE AGE Mars roll-ins), 5-8 grades,**  
**October 15 /3-3:45 ET**

- Via satellite from PBS and NASA Select

**How to Use SPACE AGE in the Classroom, approximately Feb.-March 1993**  
**(before next PBS play of SPACE AGE)**

- Via satellite from PBS and NASA Select
- Through ITV directors

**CONFERENCES AND EVENTS**

**February 6-7**

**Association of Educational Communications & Technology, presentation,**  
**Washington DC**

**March 26-29**

**National Science Teachers Assn. National Conference, Boston, preview**  
**reception**

**April 1-4**

**National Council of Teachers of Mathematics, Nashville, TN, NASA presented**

**April 2-5**

**Mid-Atlantic NCSS Regional, Wilmington, DE, workshop**

**April 5-8**

**Central Educational Network, Green Bay WI, presentation to ITV directors**

**April 9-11**

**Rocky Mountain/Great Plains NCSS Regional, Albuquerque, NM**

**April 13-16**

**Pacific Mountain Network, La Jolla, CA, presentation to ITV directors**

**May 3-17**

**SECA National ITV Utilization Mtg., Norfolk, ITV workshop**

**June 19-24**

**PBS Conference, San Francisco, one-sheet distribution**

**August 11**

**American Federation of Teachers, Pittsburgh national conference**

- PR directors meetings on , Alyssa and Anne passing out approximately 50 education press packets; promo may be shown
- Presentation video ran on video board August 12-15 during conference

**August 12**

**FirstView Screening, Fort Lauderdale, Herb Stein attended**

- SPACE AGE presented as part of PBS season

**August 29-Sept 4**

**World Space Congress, 3000 attending**

- Saturday night VIP premiere reception
- Monday, SPACE AGE Science Theater, screening of three shows
- World Space Congress special newsletter edition
- Chip, Ted, Sue, NAS, and PMI at publications booth (book and activity guide order forms available)

**NASA preview events**

**September 10-12**

**Orlando 9/10:**

- Education Premiere Reception at education conference in Marriott

**Coco Beach 9/11-12:**

- Preview to international science media (9/11)
- VIP screening of Mars show (9/11)
- Shuttle launch (9/12)
- Continuous showing in Gallery Theater after launch (9/12)