

Landsat Image Mosaic of Antarctica (LIMA) Release Event

October 30, 2007

VC = Visitor Center (no security clearance required)

All times Eastern

- 8:30 a.m.** Participants from USGS and NSF arrive at Goddard Main Gate
- 9:00 a.m.** Rehearsal for Press Conference Participants in TV Studio
LIMA 3D Flyover and displays get set up in SVS Demo Room / B.28 Atrium
- 9:30 a.m.** Reporters and Non-GSFC Guests arrive at the Visitor's Center
(3-4 PAOers to help greet, badge and escort media; 1-2 runners stay behind to escort late arrivers)
- Security and PAO staff will check reporters in
 - Media trucks will drive on center with escort(s) after being checked by security/dogs
 - Foreign Nationals will be asked to ride in PAO driven car
 - Secure small shuttle bus to transport media
- 10:00 a.m.** Reporters, Guests, and PAO escorts arrive at Building 28
(2 PAOers get off the bus with media; 1-2 PAOers stay on the bus and return to the VC for late comers)
- Position 2 PAOers inside building 28 to direct press and television interviews
 - Possibly secure light snacks for media/guests
- 10:10 a.m.** Reporters check out 3D flyover and displays
- Local television reporters will be allowed to get early interviews and leave
 - Overflow in nearby room and VC
 - Any informal speaking?
- 10:30 a.m.** Open TV studio and begin seating reporters
- Room for approx. 30 media/guests seated in studio
- Open phone lines for telecon participants
- 11:00 a.m.** Press conference starts promptly at 11:00 a.m., satellite feed and via phone
- Media overflow area
 - Reserve one of the VC galleries to show the press conference as a backup for late media
- 11:30 a.m.** Q&A with panel (in room, other centers, via phone)
- 12:00 a.m.** Press conference ends
- Allow reporters to get follow up interviews
 - Media/Non-Goddard Guests transported back to VC
 - Media held at VC allowed to come to b.28 if desired
- 12:15 a.m.** Bob Bindschadler available for interviews via satellite (TBD)