



Training/Preparation for the NSS/SFF August 2015 Home District Blitz

Dale Skran

Chair, NSS Policy Committee

Version 2 July 28, 2015

What is a Congressional Blitz?

- Any organized effort by a particular group to hold Congressional visits during a time window
- Examples:
 - SEA (Space Exploration Alliance) February in DC
 - SFF/NSS March Storm
 - Many others ...

What is a Home District Blitz?

- An organized effort to visit members of Congress in their home districts during the August recess
- Advantages:
 - Less expensive for to participate in
 - Better chance to actually meet the Congressperson
- Disadvantages:
 - Specialized space staffers usually work in the DC office
- Examples:
 - AIAA usually does an August Home District Blitz

How is the 2015 Home District Blitz Different from the 2014 Blitz?



- It is a joint project of NSS and the Space Frontier Foundation (SFF)
- It is aligned with the 2015 Alliance for Space Development Annual objectives
- We are not distributing Ad Astra magazines
- The talking points have a problem/solution format
- Participants come from NSS, the SFF, SEDS, and other groups that support space development and settlement

Getting Started

- Sign up via google form:
 - The link is: <http://goo.gl/forms/RfTEFF9XWC>
- Isn't there some other way to sign up?
 - No. Click on the link and fill out the form ASAP
- You DO NOT need a google email address
- Signing up will not result in you receiving spam or fund raising requests
- The NSS/SFF August Blitz participant list will not be sold or otherwise publicized.
- Only Dale Skran, the Blitz Chair, can access the list

What Happens Next?

- The August Blitz Coordinator will select a team leader for each targeted state/district
- Your Blitz team leader will poll the team to determine availability in August
- Your Blitz team leader will set up an appointment at a home district House/Senate office.
 - All needed info can be readily found on the Internet
- Your Blitz team leader will send you an email letting you know when/where the meeting is

Making the Appointment

(for the Team Leader)



- Know correct name and how to pronounce it
- Identify yourself as an NSS member who lives in state/in district
- Be prepared to prove you live in state/district
- Say that a group from NSS/SFF wishes to speak with the Congressperson/Senator
- Know what you want to talk about and describe it in a few sentences
- If you need to call back, call back daily until the meeting is set up.
- Once the appointment is made, send an email to dale.skran@nss.org with the basic info – team leader, name of staffer, and date of meeting.

Preparation

- Team Leader:
 - Print out 2 sets of the talking point slides to give to the staffer(s) and/or Representative/Senator
 - Print out 1 set of the talking point slides for themselves.
 - Research the background of the Representative/Senator
- Team members:
 - Print out 1 set of the talking point slides for themselves.
 - Research the background of the Representative/Senator
- If for some reason you can't print the talking points:
 - Send an email TWO WEEKS prior to the meeting dale.skran@nss.org and you will receive a set.

Resources

- NSS/SFF August Blitz Talking points
 - LINK
- Training/Preparation for the 2015 NSS/SFF August Home District Blitz (these slides)
- One pager on the Alliance for Space Development
 - LINK
- NSS position papers related to the Blitz talking points
 - See links on the next page

Talking Points

- Support SEDS Bill
 - LINK TO BILL
- Support Commercial Crew
 - [http://www.nss.org/legislative/positions/NSS Position Paper Commercial Crew 2014.pdf](http://www.nss.org/legislative/positions/NSS_Position_Paper_Commercial_Crew_2014.pdf)
- Support gapless transition from ISS to commercial stations
 - [http://www.nss.org/legislative/positions/NSS Position Paper Next Generation Space Stations 2015.pdf](http://www.nss.org/legislative/positions/NSS_Position_Paper_Next_Generation_Space_Stations_2015.pdf)
- Asteroid Detection
 - [http://www.nss.org/legislative/positions/NSS Position Paper Planetary Defense 2014.pdf](http://www.nss.org/legislative/positions/NSS_Position_Paper_Planetary_Defense_2014.pdf)
- Oppose NIAC budget cuts (Senate only)

More Preparation for All

- Read all the resource materials before the meeting
- Know in advance what your main points will be
- Know in advance if and why your Congressperson supports space
 - Know if a NASA location or aerospace industry is located in their district

The Actual Visit

- Bring a camera or use your cell phone camera
 - Have a designated camera -person
 - Especially take a picture if you meet with the Congressperson/Senator
- Make sure your team is on-board with the talking points
- Know who will talk first, 2nd, and so on.
- It is best to have one leader but to ensure that all get to say something
- Get there early

Dress Code

- Men
 - Conservative suit and tie; jacket and slacks ok
- Women
 - Business suit/dress slacks/conservative dress
- No-Nos
 - Jeans, cut-offs, shorts, sandals
 - Cocktail dresses or revealing clothes
 - NASA jump suit, Spock ears, mission patches, etc.
 - Ties with rockets on them
 - Message T-shirts unless it is an official NSS/SFF T-shirt or other garb
- OK
 - Space related tie clip or lapel pin

It's Showtime

- Your meeting will be short – as little as 10 minutes but no more than 30 minutes
- Get right to the point
- Always refer to Senator XXXX or Congressman YYY or Congresswoman ZZZ
- Emphasize that you are unpaid volunteers and DO NOT represent the aerospace industry
- Be sure and ask for at least one specific action
- Don't forget to ask for a picture if appropriate
- Your leader needs to be willing to cut off stuff that is off-topic or rambles on

The Friendly Staffer

- Knows a lot about space
- Favorably inclined toward NASA
- May not know much about commercial space
 - A chance to educate
- Be sure to identify how we can help the staffer and/or the Congressperson
- If they wish, we will meet with the space staffer in DC at their convenience

The Hostile Staffer

- Old version: NASA is a waste of money that ought to go to the poor
 - Focus on economic benefits of space
- New version: Commercial Space is bad, Elon Musk is arrogant, etc. etc.
 - Try to find a positive common ground
 - Try to understand the roots of their concerns

The Wrap

- Don't overstay your welcome
- Say thanks and shake hands
- Leave copies of talking points and position papers, if any
 - One set is fine for this kind of visit
 - Bring a second for a possible second staffer
- Get the business cards of the staffer(s)
- TAKE A PICTURE OF YOUR TEAM WITH THE CONGRESSPERSON OR SENATOR IF POSSIBLE

After You Leave

- Send thank-you to the staffer
- Have a de-briefing with your team if possible
- Send an email report to dale.skran@nss.org
- Include:
 - All pictures taken
 - Name of Congressperson/Senator
 - District/State
 - Title and name of Staffer(s)
 - Email address of staffer(s)
 - Name and email address of DC space staffer
 - Summary of meeting, addressing each talking point
 - Rate 1-5, with 1=friendly and 5=hostile