

Rachel Orland
JMC 3423 003, Dr. Tsetsura
Public Relations Writing
Multimedia Storytelling Assignment
10/18/2020

News Release

FOR IMMEDIATE RELEASE

Oct. 18, 2020

FOR MORE INFORMATION:

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Historic Oklahoma museum begins expansion with hundreds of new exhibits

WEATHERFORD, Okla.- The Stafford Air and Space Museum carries their legacy of space exploration on through new exhibits. By 2030, the museum hopes to fill the additional 20,000 square feet with over 400 new exhibits.

“We are in a key spot in our history right now, and we are making a big jump from what had been just a regional museum in the past” said Max Ary, museum director.

The new exhibits can educate visitors about the future of space exploration by telling the stories of past achievements. “As this stage of exploration continues to develop over the next two decades, exhibits will be added to the museum to keep the public informed and what it means to the future evolution of the human society” said Ary.

The Stafford museum began as a single exhibit in the Weatherford Airport terminal. All the impressive progress made shows the museum’s values. The Stafford museum’s mission is to inspire future generation to dare themselves to be great. The expansion illustrates their efforts to educate and encourage.

The museum has a five-star rating on TripAdvisor and is a certified Blue Star attraction. The Stafford Air and Space Museum is in Weatherford, Okla. along U.S. Route 66 and Exit 84. It is open seven days a week.

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Media Pitch

I chose the *Air Force Times* because they would be able to encourage military members to visit who would have an interest in the fields of aviation and space and also be eligible for the military discount.

To: slosey@airfromtimes.com

Subject: Space museum expansion begins with first new exhibit of hundreds

Dear Stephen Losey,

An explosive kick off launched a new phase of the Stafford Air and Space Museum in Weatherford, Okla. The museum has plans for a 20,000 square feet expansion and over 400 new exhibits to be installed. The Space Exploration exhibit houses historic artifacts about past missions to outer space.

You were able to convey the importance of the Hellfire missile test flights in your recent article. Your knowledge of air crafts is crucial in explaining the museum's unique exhibits. The expansion of the museum would be of great interest to the *Air Force Times* readers for two reasons:

- As one of the only Smithsonian Affiliated museums between Oklahoma City, Oklahoma and Albuquerque, New Mexico, the museum houses elements of the Smithsonian Air and Space Museum.
- Your readers would be able to appreciate the importance of the historic artifacts and understand their impact on current progressions in space exploration.

Additionally, all military members receive discounted admission.

The Stafford Museum staff is available to provide interviews with staff member, photos of exhibits, and quotes. I will be in contact with you again to follow up Oct. 20. If you have any further questions, my personal number is (405)441-3819.

Thank you for your time and I look forward to hearing back from you.

Rachel Orland
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To: dailynews@ou.edu

Subject: Media Advisory: Stafford Air and Space Museum New Exhibit

Stafford Museum Media Advisory

For Immediate Release

Aug. 28, 2021

For More Information:

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The return of the annual Wings Over Weatherford event

What: The fourth annual Wings Over Weatherford events will finally take place in September 2021 after being cancelled in 2020.

Who: This event is open to the whole family. It will include a kid's zone and entertainment for guests of any age. Max Ary, is the museum director and Teresea Schoonmaker is the director of operations at the Stafford Air and Space Museum.

Where: The Stafford Air and Space Museum in Weatherford, Okla. Located off Route 66 on Exit 84.

When: September 2021

How: For seven photos of previous years and projected attendance, visit <https://www.travelok.com/listings/view.profile/id.25735>. Register online at <https://www.staffordmuseum.org/events-1/wings-over-weatherford>

Why: Wings Over Weatherford was cancelled for 2020 due to COVID-19. Its return in 2021 will feature a Warbird fly-in and air show from private aircrafts that perform an airshow for attendees.

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Social Media News Release

Stafford Museum top 5 exhibits

Oct. 18, 2020: 3 p.m.

For More Information:

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News Facts

- Here are the top 5 exhibits from the Stafford Air and Space Museum:
 1. The Apollo Lunar Landing Model is the first addition of the museum's new exhibits planned for the expansion.
 2. The Lunar Sample exhibit is a real fragment of the moon brought back by the Apollo 17 astronauts.
 3. The Apollo-Soyuz docking rings are the flight-ready exhibit that connected the Apollo Spacecraft and the Soyuz Spacecraft during the Apollo-Soyuz Docking.
 4. The Flown Gemini VI Spacecraft is the spacecraft Tom Stafford flew during the first rendezvous in space.
 5. The Space Medal of Honor is the highest civilian honor astronauts can receive. The medal at the museum was presented to Gen. Stafford in 1993.

Quotations

- "Once this exhibit is done it's going to be spectacular." -Museum Director Max Ary about Apollo Lunar Landing exhibit.
- "There are two hand sanitization stations in the museum. We have a sign at the entrance asking visitors to distance themselves from other groups or individuals. We disinfect during the day and take the temperature of all employees when they come in to begin their shift." -Director of Operations Teresa Schoonmaker

Multimedia

- 51 photos of museum exhibits (hi resolution): <https://www.staffordmuseum.org/exhibits>
- Blog post by the museum over new exhibit: <https://www.staffordmuseum.org/post/the-eagle-has-landed> on July 30

Related Links

- Official website: <https://www.staffordmuseum.org/>
- Official Facebook account: https://www.facebook.com/staffordairandspacemuseum/photos/?ref=page_internal

About Stafford Air and Space Museum

- The museum was founded in this date and has grown over years through its Smithsonian Affiliation and relationship with General Stafford. The Stafford Air and Space Museum is in Weatherford, Okla. along U.S. Route 66 and Exit 84. It is open seven days a week.

Fact Sheet

FOR IMMEDIATE RELEASE

Oct. 16, 2020

FOR MORE INFORMATION:

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The historic Apollo-Soyuz docking

WHAT

- An American spacecraft and a Russian spacecraft joined in earth's orbit.
- In 2020, The event celebrates its 45th anniversary of historical pursuit of collaboration that united the polarized nations of the US and Russia.
- This docking paved the way for docking and rescue for future space missions, allowed international manned spaceflight.
- Shows the benefits of cooperation between conflicting nations
- Today, innovations in space technology have the potential to unite the world through current space exploration efforts.

WHO

- Gen. Thomas Stafford and Alexei Leonov were the two commanders of the Apollo and Soyuz spacecrafts respectively
- The docking signified a bond between the countries and created a lifelong friendship between the two commanders.

WHERE

- The Stafford Air and Space Museum commemorates this event with the exhibits featuring artifacts and models from the mission.
- Visitors will be able to see refurbished exhibits during the museum's ongoing expansion.

WHEN

- The two spacecrafts met in space in July 1975.
- Event celebrates its 45th anniversary this year.
- It occurred during peak of the Cold War when both sides considered the other their enemy.
- Museum plans to refurbish exhibits by 2030.

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Backgrounder

FOR IMMEDIATE RELEASE

Oct. 04, 2020

FOR MORE INFORMATION:

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The Stafford Air and Space Museum

The Stafford Air and Space Museum houses over 3,500 artifacts of aerospace, space transportation, astronauts and space history. The museum director is Max Ary and the director of operations is Teresa Schoonmaker.

The Stafford Air and Space Museum was founded in 1981 as a display case in the Weatherford Airport terminal. It was named after Gen. Thomas P. Stafford, a Weatherford native. Gen. Stafford was born in 1930 and began his time with NASA in 1962. His work on various missions, including the Gemini and Apollo projects, led to his nomination for a Nobel Peace Prize. In addition, he was the recipient of the Congressional Space Medal of Honor, the NASA Distinguished Service Medal and the Oklahoma Aviator of the Century award.

In 2011, the museum was chosen to be a Smithsonian Affiliate. This affiliation led to a collection of articles from the Smithsonian National Air and Space Museum available for display at the Stafford museum.

In 2016, the museum received its five-star rating on TripAdvisor. It was one of only three space museums in the country with this position. It has maintained this position for the past four years.

The museum is a Blue Star Museum. This means all active-duty military get free admission from Memorial Day through Labor Day.

The museum has recently added 20,000 square feet to the premise and are currently working on installing over 400 new exhibits. This work is anticipated to be finished by 2030.

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Social Media Posts



Stantonaias8n6d · Follow
Lahore, PK



Liked by nasa and oudaily

Stantonaias8n6d The expansive field of space taunts and tempts. Are you brave enough to explore it? This sunrise reminds us that every day is an opportunity to learn something new about the world we live in. What will you learn about today?

[#staffordmuseum](#) [#staffordresources](#) ... more

View all 16 comments



Add a comment...

6 August

This is my post for the Stafford Air and Space Museum Instagram. The picture is from NASA's Astronomy Picture a Day (APOD) website. By not posting exclusively about exhibits, the museum could greatly expand their audience and grab the attention of new viewers. I think specifically the APOD website is a great site to advocate because it presents the museum as an educational center and the pictures change everyday, which will keep the museum in its audience's minds regularly.

Links:

- 1) [<https://apod.nasa.gov/apod/astropix.html>]

Stafford Air and Space Museum Weatherford, Oklahoma

Yesterday at 4:45am · 🌐

The Stafford Museum has changed a lot since it was a single exhibit in the Weatherford Terminal. Keep up with us as we continue to expand and add more new exciting exhibits.



👍❤️ 100k 21 Comments 10 Shares

👍 Like ↗ Share

View more 16 Comments

👉 Write a comment... 📷 🗨️ 📧

Stafford Air and Space Museum
StaffordAirandSpace

A new age of space exploration is coming! Learn about the history of aerospace and look forward to the future at the Stafford Air and Space Museum.

3:00 PM · Jan 20, 2020 · [Twitter for iPhone](#)

3.2K Retweets **10.1K** Likes

💬 ↻ ❤️ 📤

The post on the left is the Facebook post. I chose to promote the idea of new things happening at the museum because of the audience Facebook reaches. Since most users are likely older and have possibly visited the museum before in their lifetime, advertising that the museum has changed and has new exhibits encourages repeat customers. On right is the Twitter post. I focused on discussing the trendy aspect of space exploration to attempt and appeal to the younger generation that is primarily on Twitter.

Facebook post:

<https://www.facebook.com/staffordairandspacemuseum/photos/10158045825372988>