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Space Administration

**Jet Propulsion Laboratory**  
California Institute of Technology  
Pasadena, California

## **Reaching the public through the media: In with the new, but not out with the old**

**Rosemary Sullivant**  
**Science Writer**  
**Office of Communications and Education**  
**Jet Propulsion Laboratory**  
California Institute of Technology



# Some things are the same

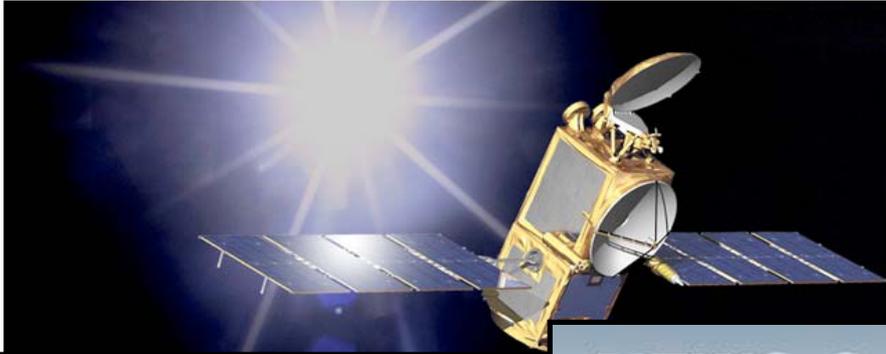


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### Joint NASA-French Satellite to Track Trends in Sea Level, Climate



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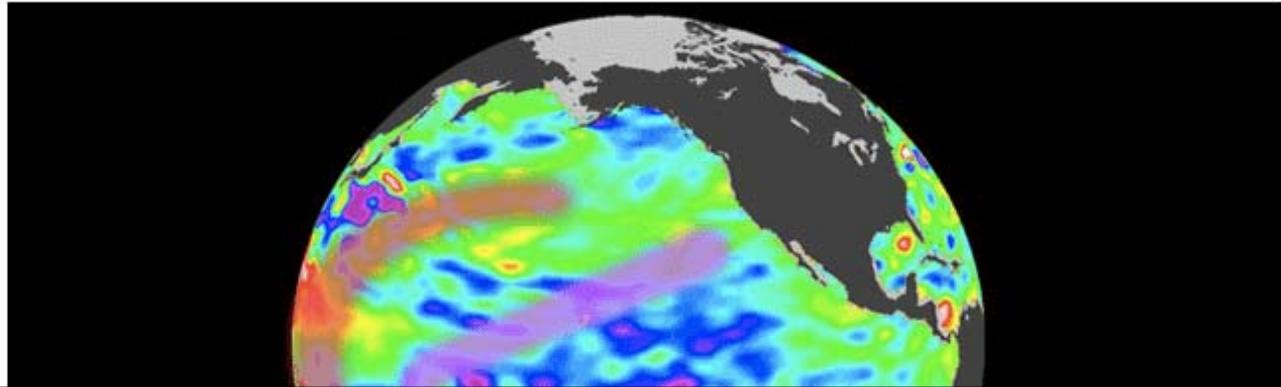
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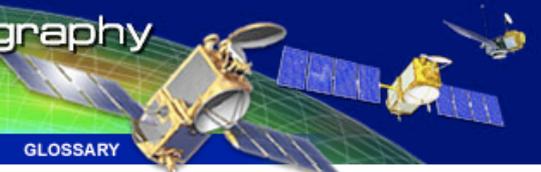
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# Ocean Surface Topography From Space



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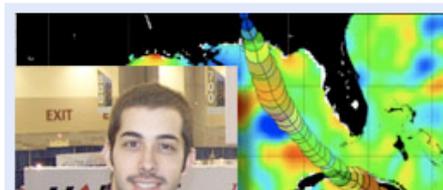
GALLERY

## NEWSROOM - Features

### Student Explores the Link between Hurricanes and Sea Surface Height March 2009

JPL oceanographer William Patzert wasn't surprised to see a poster on sea surface height and hurricane intensity at this year's meeting of the American Meteorological Society. A number of recent studies have shown that satellite measurements of sea surface height, which show where and how much heat is stored in the ocean, are useful in predicting if hurricanes will strengthen as they travel over water.

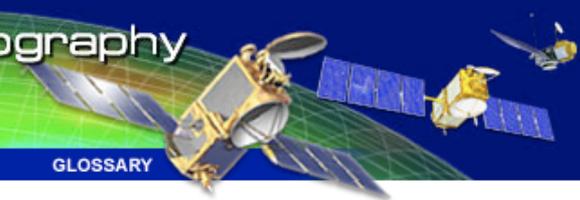
What surprised Patzert was that the poster's first author wasn't a university faculty member or a government scientist. He was



John Sean Plymouth



# Ocean Surface Topography From Space



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NEWSROOM

## NEWSROOM - Features

### Tandem Mission Brings Ocean Currents Into Sharper Focus February 2009

What's true for television screens and digital images also applies to satellite data. The more resolution, the better.

When the two ocean-observing satellites OSTIM, Jason-2 and



# Feature stories

# Some things are new

The screenshot shows the NASA website interface. At the top is the NASA logo and a navigation menu with links for HOME, NEWS, MISSIONS, MULTIMEDIA, ABOUT NASA, and COLLABORATE. Below the menu is a search bar and utility links for Log In To MyNASA, Sign Up, Send, Print, and Bookmark. The main content area features a large banner for "Hurricanes/Tropical Cyclones" with the subtext "Latest Storm Images and Data From NASA" and a satellite image of a storm. Below this is a "Feature" section titled "Student Explores Link Between Hurricanes and Sea Surface Height" dated 03.02.09. The article text mentions JPL oceanographer William Patzert and his findings at the American Meteorological Society. A small photo of the oceanographer is shown next to a satellite image of a hurricane. Below the article is a banner for "GLOBAL CLIMATE CHANGE" with the subtext "NASA's Eyes on the Earth" and "Experience Earth satellites in 3D". The banner includes a table of vital signs of the planet and a list of interactives.

**Hurricanes/Tropical Cyclones**  
Latest Storm Images and Data From NASA

**Feature**

Text Size   Rate me: ☆☆☆☆☆ ?

**Student Explores Link Between Hurricanes and Sea Surface Height** 03.02.09

JPL oceanographer William Patzert wasn't surprised to see a poster on sea surface height and hurricane intensity at this year's meeting of the American Meteorological Society. A number of recent studies have shown that satellite measurements of sea surface height, which show where and how much heat is stored in the ocean, are useful in predicting if hurricanes will strengthen as they

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**GLOBAL CLIMATE CHANGE**  
NASA's Eyes on the Earth

Experience Earth satellites in **3D**

| VITAL SIGNS OF THE PLANET    |                         |                    |                                |                                    |
|------------------------------|-------------------------|--------------------|--------------------------------|------------------------------------|
| ARCTIC SEA ICE               | CARBON DIOXIDE          | SEA LEVEL          | GLOBAL TEMPERATURE             | OZONE HOLE                         |
| ↓ 38 % per decade since 1979 | ↑ 389 parts per million | ↑ 50 mm since 1992 | ↑ 1.3 °F avg. temp. since 1895 | 10.4 million square miles (latest) |

**INTERACTIVES**

- EYES ON THE EARTH 3D**  
A real-time visualization  
› flash/3D interactive
- SEA LEVEL VIEWER**  
Explore ocean height from space  
› flash interactive

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# SEA LEVEL VIEWER



## Current View

June 2008

## Large El Niño

November 1997

## Hurricane Katrina

Aug

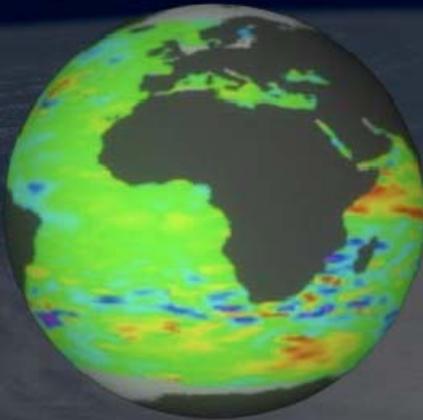
In

De

La

Fe

sea level in millimeters relative to normal  
180  
140  
100  
60  
20  
-20  
-60  
-100  
-140  
-180



click on arrows for more information

- speed +

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OVERVIEW

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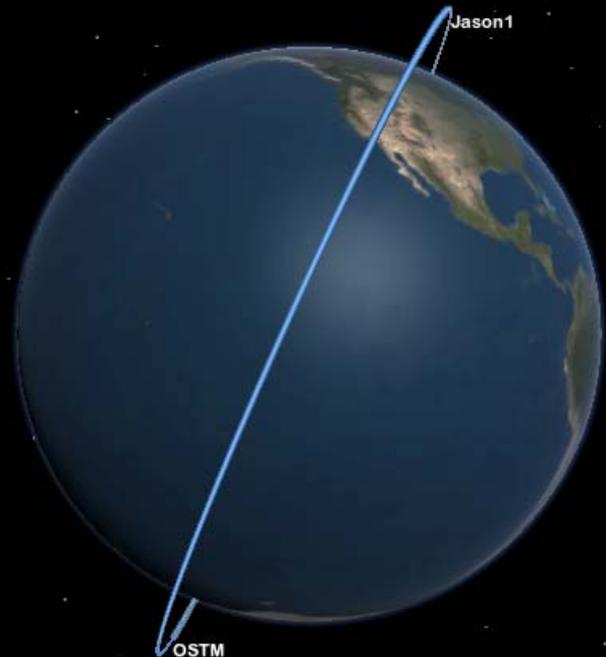


# EYES ON THE EARTH 3D

CLOUDSAT | ACRIMSAT | AURA | CALIPSO | QUIKSCAT | SORCE | TRMM | EO1 | GRAC

show missions: all | featured | atmosphere | oceans | land

show: data scan | t



## VITAL SIGNS OF THE PLANET

### SEA ICE MASS

↓ 38 % since 1979

### CARBON DIOXIDE

↑ 385 parts per million

### SEA LEVEL

↑ 50 mm since 1992

### GLOBAL TEMPERATURE

↑ 1.3 °F avg. temp. since 1895



WIKIPEDIA  
The Free Encyclopedia

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## TOPEX/Poseidon

From Wikipedia, the free encyclopedia

(Redirected from [Topex/Poseidon](#))

Launched in 1992, **TOPEX/Poseidon** was a joint satellite mission between [NASA](#), the U.S. space agency, and [CNES](#), the French space agency, to map [ocean surface topography](#). The first major oceanographic research vessel to sail into space, TOPEX/Poseidon helped revolutionize oceanography by proving the value of satellite ocean observations. The distinguished oceanographer [Walter Munk](#) described TOPEX/Poseidon as



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## Jason 1

From Wikipedia, the free encyclopedia

**Jason-1**<sup>[1]</sup> is a [satellite](#) oceanography mission to monitor global [ocean circulation](#), study the ties between the [ocean](#) and the [atmosphere](#), improve global [climate](#) forecasts and predictions, and monitor events such as [El Niño](#) and ocean [eddies](#).<sup>[2]</sup>

It is the successor to the [TOPEX/Poseidon](#)<sup>[3]</sup> mission, which measured [ocean surface topography](#) from 1992 through 2005. Like its predecessor, Jason 1 is a joint project



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## Ocean Surface Topography Mission

From Wikipedia, the free encyclopedia

The **Ocean Surface Topography Mission (OSTM)** on the [Jason-2](#) satellite<sup>[1]</sup> is an international [Earth observation satellite](#) mission that continues the [sea surface](#) height measurements begun in 1992 by the joint [NASA/CNES TOPEX/Poseidon mission](#)<sup>[2]</sup> and followed by the [NASA/CNES Jason-1 mission](#) launched in 2001.<sup>[3]</sup>

Like its two predecessors, OSTM/Jason-2 uses high-precision ocean [altimetry](#) to measure the distance between the satellite and the ocean surface to within a few centimeters. These very accurate



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## Surface Water Ocean Topography Mission

From Wikipedia, the free encyclopedia



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## JPL BLOG

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### It's a Sure Bet - by Josh Willis



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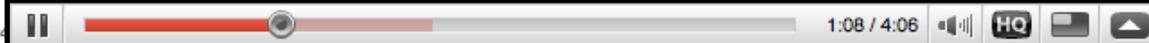
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### Bill Patzert & Josh Willis, NASA's JPL - NASA 360



DR. JOSH WILLIS

OCEANOGRAPHER, OCEAN SURF SCIENTIST / JPL



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### LRO Launch at 21:14 UTC / GMT

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## Jet Propulsion Laboratory (JPL)

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Write something... Share

Filters

**Michael Gauthier** I worked on Voyager in the 70's @ JPL. WOW they are still going. I guess we did a good job making them radiation hard.  
Yesterday at 9:48pm · Comment · Like · Report

**Glenda H. Sherman** The 2 Voyager spaceships are still out there and are still transmitting information after nearly 32 years!!  
Tue at 10:26am · Comment · Like · Report

4 people like this.

**Joseph Arias** at 10:41pm June 16 Report  
that's right! almost a million miles traveled a day. that's what i call awesome

**Juls Cas** at 9:49pm June 17 Report  
Good to know. I'd like to get more involved and bring this info to some of the kids in the Moreno Valley Area. There is kids here that have no clue.

Write a comment...

**Susan Reichley Watanabe** Today on the JPL blog, we're starting a new series called Fridays@5 - 5 cool ideas from a scientist or engineer. Kicking off today, 5 cool things in hunt for Earth-like planet:  
<http://blogs.jpl.nasa.gov/>  
June 12 at 12:21pm · Comment · Like · Report

**Carolina Martinez** NASA's Cassini spacecraft captured dramatic images showing a tiny moon generating mile-high giant shadows, towering over the rings. Check out the latest photo album at: <http://bit.ly/1058rO>  
June 11 at 1:05pm · Comment · Like · Report

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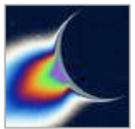
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Gordon Vaughan MaryBeth Murrill Tasnim Khan  
Silvestre Mark Alan Ruiz

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far. One  
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separat  
rocket.

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about 2 hours ag

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about 2 hours ag

Great source  
the press kit  
details pg 9-  
about 5 hours ag

What are  
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doing?

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Location Pasadena, Calif.



# MarsRovers

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Name Spirit and Opp  
Location Mars: Guse  
& Meridiani  
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Bio Roaming the Red  
on six wheels. The o  
mission Twitter of Sp  
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about 5 hours ago from Seas

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<http://twitpic.com/7nj>  
1:22 PM Jun 17th from Seas

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(2009-2010) for subm  
address please).  
12:44 PM Jun 17th from Seas

[@davepdotorg](https://twitter.com/davepdotorg) Yup, lov  
animator , [@viewport](https://twitter.com/viewport),



# EarthVitalSigns

Following

Japan sets "weak" climate target:  
2 cut emissions by 15% over 11  
yrs. Environmentalists: "plan is  
appalling", no advance.

<http://tr.im/o1QG>

5:58 AM Jun 10th from web

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