



STRATEGIC COMMUNICATIONS GROWING ROLE IN NEWSPACE

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The emerging space industry (aka Newspace) represents a dynamic and rapidly evolving sector at the forefront of technological innovation and exploration. It encompasses a diverse array of activities, including satellite deployment, space tourism, asteroid mining, permanent habitats on the moon and the colonization of Mars, driven not only by government agencies but also by a burgeoning private sector. This industry promises groundbreaking advances in science, technology, and human exploration, offering unparalleled opportunities for economic growth and international collaboration, as well as solutions to earth's environmental challenges, antiquated infrastructure, and declining workforce. It also poses challenges, such as space debris management, security concerns, and regulatory complexities, which necessitate strategic planning and responsible practices. With its potential to revolutionize our understanding of the cosmos, address global challenges, and inspire future generations, the emerging space industry stands as a testament to human ingenuity and the unquenchable thirst for discovery beyond our planet.

Strategic communications in the Newspace ecosystem will play a critical role in shaping its public image, ensuring effective collaboration, and advancing its goals. Several roles and responsibilities of strategic communications in this sector will include:

1. **Public Relations and Outreach:** Strategic communications will be responsible for managing public relations, presenting the industry in a positive light, and communicating the benefits and advancements of space exploration to the general public. This includes media relations, organizing outreach programs, and leveraging various communication channels to engage and inform the public.
2. **Stakeholder Engagement:** Building and maintaining relationships with stakeholders, including government agencies, private companies, international partners, and investors, is essential. Strategic communications will facilitate these interactions, ensuring alignment of interests and effective collaboration.
3. **Policy Advocacy:** As the space industry is heavily regulated, strategic communications will advocate for favorable policies and regulations, both nationally and internationally. This involves working with government agencies, lawmakers, and other stakeholders to shape space-related policies.

4. **Crises Management:** In the event of accidents, setbacks, or unforeseen challenges, strategic communications will be responsible for crises management. This includes providing timely and accurate information, managing public perception, and mitigating potential reputational damage.
5. **Internal Communications:** Internally, strategic communications ensures that all members of the organization are well-informed, aligned with the mission, and engaged. This includes communicating company goals, projects, and developments to employees, fostering a sense of purpose and unity.
6. **Educational Initiatives:** Promoting space education and literacy is crucial. Strategic communications can develop educational programs and materials to inspire and educate the next generation of space enthusiasts and professionals.
7. **Marketing and Branding:** Creating a strong and recognizable brand for space organizations and missions is important. Strategic communications will be responsible for developing marketing strategies to promote the industry and specific projects.
8. **Global Cooperation:** Given the international nature of space activities, strategic communications will play a key role in fostering collaboration and working with international partners and ensuring open and effective communication channels.
9. **Ethical and Environmental Concerns:** Addressing ethical and environmental concerns, such as space debris and planetary protection, will be part of the responsibilities. Communicating responsible, safe space practices and sustainability efforts will be vital.
10. **Innovation and Discovery:** Highlighting the industry's role in scientific discoveries, technological innovations, and its potential to solve global challenges is a key responsibility. This includes communicating the excitement of space exploration and the impact it can have on humanity.

Strategic communications in the emerging space industry will serve as a bridge between the industry and the broader world, that space-related endeavors are well-understood, well-received, and effectively contribute to the industry's growth and success; thus, playing a pivotal role in ensuring earth's future sustainability.

CHALLENGES

Strategic Communicator's in the space industry will encounter a range of complex issues when dealing with various stakeholders. Some of these challenges include:

- **Diverse Stakeholder Interests:** The space industry involves a wide variety of stakeholders, including government agencies, private companies, international partners, investors, scientists, consultants, and the general public. Balancing their diverse interests and objectives can be a significant challenge for communicators.
- **Regulatory and Policy Changes:** Space activities are subject to evolving regulations and policies at both national and international levels. Strategic communicators need to stay informed and adapt messaging to comply with and advocate for favorable policies while explaining their implications to stakeholders.
- **Public Opinion and Perception:** Public opinion about the space industry can vary widely. Communicators must proactively address concerns, misconceptions, and skepticism, while highlighting the industry's benefits and contributions to society.

- **International Collaboration:** In an increasingly globalized space industry, managing relationships with international partners is crucial. Communicators must navigate cultural differences, diplomatic sensitivities, and language barriers to ensure effective collaboration.
- **Safety and Security:** Safety and security concerns are paramount in the space industry, particularly in human spaceflight and satellite operations. Communicators must address these issues transparently and responsibly to build trust and maintain public support.
- **Environmental and Ethical Concerns:** Issues like space debris and planetary protection are growing concerns. Strategic communicators must address these ethical and environmental challenges, emphasizing the industry's commitment to responsible practices.
- **Market Volatility:** The commercial space sector is dynamic and subject to market fluctuations. Communicators need to navigate uncertainties, address investor concerns, and manage expectations in a volatile financial landscape.
- **Technological Complexity:** Communicating highly technical and complex space missions, innovations and related activities in a way that is accessible to a broader audience is a significant challenge. Effective science communication is essential.
- **Crises Management:** Space missions can face technical failures or other crises. Communicators must be prepared to manage these situations, providing accurate and timely information to stakeholders to mitigate damage to the industry's reputation.
- **Equity and Access:** Ensuring equitable access to space opportunities and addressing concerns related to space "haves" and "have-nots" is a growing issue. Communicators need to articulate the industry's commitment to accessibility and inclusivity.
- **Budgetary Constraints:** Managing financial expectations while securing funding and investments is a constant challenge. Communicators must explain the need for sustained financial support for long-term space projects.

Strategic communicators in the space industry will play a vital role in bridging the gap between stakeholders with diverse interests and ensuring that the industry's objectives are effectively communicated and understood. Adaptability, transparency, and a deep understanding of the industry are qualities essential for those working in this field.

A CHALLENGING ENVIRONMENT FOR COMMUNICATORS

To be effective strategic communicators will need to understand four interrelated pillars that impact and traverse the entire space industry ecosystem: Safety, Security, Sustainability and Finance. Strategic communication, with and among stakeholders, both in and out of the space industry, will be key to nurturing a healthy space ecosystem.

SAFETY

The space industry presents a unique set of opportunities and challenges when it comes to safety. On one hand, the industry has made tremendous strides in ensuring the safety of astronauts and spacecraft. Advancements in technology, rigorous training protocols, and redundant safety measures have significantly reduced the risks associated with space travel. Moreover, the burgeoning commercial space sector offers opportunities for increased access to space and potential economic benefits. However, the challenges are equally substantial. Space remains an inherently hostile environment, with dangers such

as radiation, micrometeoroid impacts, and the absence of readily available infrastructure system. Additionally, as the industry grows and diversifies, maintaining consistent safety standards across governmental agencies, private companies, and international collaborations becomes increasingly complex. Striking a balance between innovation and safety, coupled with addressing the potential consequences of space debris and ensuring equitable access to the benefits of space, remain key challenges for the industry's future.

SECURITY

Similarly, the space industry offers a wealth of opportunities and challenges concerning security. The rapid expansion of space activities, including satellite technology, has the potential to bolster national security through enhanced communication, surveillance, and data gathering capabilities. Due to the dual use nature of space technology, it also opens up economic opportunities and international cooperation in the peaceful use of outer space. However, with this growth come considerable security challenges. The militarization of space, the proliferation of space debris, and the potential for cyber attacks on space-based assets are emerging concerns. As more nations and private entities engage in space activities, the need for clear space traffic management and security protocols becomes paramount. The duality of space as a realm of both opportunity and vulnerability underscores the necessity for international cooperation, transparency, and responsible behavior to ensure the long-term security and sustainability of outer space.

SUSTAINABILITY

The space industry presents a dynamic landscape of both opportunities and challenges in terms of sustainability. The industry offers a unique platform for earth observation, climate monitoring, and scientific research that can contribute significantly to our understanding of our planet and its environment. Sustainable space practices can help us address global challenges such as climate change, disaster response, and resource management. However, the space industry itself faces pressing sustainability concerns. The growing issue of space debris threatens not only the safety of space missions but also the long-term use of outer space. Achieving sustainability in space activities requires responsible practices in satellite deployment, debris mitigation, and space traffic management. Balancing the benefits of space exploration and exploitation with the need to protect and preserve this finite and shared resource is a complex challenge, one that will require international cooperation and innovative solutions to ensure the continued viability of space activities for future generations.

FINANCE

The space industry offers a spectrum of opportunities and challenges in terms of finance. The industry is witnessing a surge of private investment, venture capital and commercial space ventures, creating opportunities for significant financial returns. The rapid advancement of technology and the increasing accessibility of space provide fertile ground for entrepreneurial ventures, as well as new pathways for nation-state enrichment. Governments and international organizations continue to allocate substantial budgets to space exploration, research, and satellite deployment, sustaining traditional space activities. However, the challenges are equally daunting. Space missions are capital-intensive, with long development cycles and high risks. Managing these financial risks while securing stable funding sources is a constant challenge. Furthermore, the space industry is susceptible to geopolitical shifts, policy changes, and market volatility, which can impact financial stability. Striking a balance between

innovation, financial sustainability, and responsible resource allocation is essential for the continued growth and success of the space industry.

STAKEHOLDER FOCUS-THE WORKFORCE

The space industry offers a multitude of opportunities and challenges in relation to stakeholders, specifically the workforce of the future. The sector promises high-tech, cutting-edge careers that attract talented professionals, from the traditional engineers, scientists, astronauts, and mission planners to future growth in earth-related jobs like mining specialists, tourism experts, construction and assembly specialists, manufacturers, habitat managers and maintainers, robotics specialists, legal and policy experts, security specialists, healthcare providers and space-savvy communications professionals. The space industry fuels high-value job opportunities and economic growth. However, it also faces substantial workforce challenges. The demand for skilled professionals often outpaces the supply, leading to a competitive job market. Additionally, the field is traditionally dominated by a lack of diversity, with a gender and ethnic imbalance. Ensuring equal access and representation in the space industry is not only an ethical imperative but also crucial for tapping into the full spectrum of human talent and perspectives. Moreover, as space endeavors become more complex and diverse, effective education and training programs need to be developed to prepare succeeding generations of space workers. The industry also grapples with retaining experienced professionals, as projects can span years or even decades, posing challenges for workforce stability. Striking a balance between meeting the increasing demand for space expertise while fostering diversity and ensuring workforce sustainability is a pivotal task of strategic communicators for the industry's growth and success.

About Colonel Michael Daily, USMCR (Ret), CEO CMI, APR, MBA, MSSM

Colonel Daily specializes in space-industry related public relations, strategic communications, and branding strategy. For four decades he has counseled and helped establish numerous stakeholder engagement programs for both public and private organizations. Colonel Daily is considered a subject matter expert in the areas of Stakeholder Relations Engagement and Management, Change Management Communications, Brand Management and Strategy, Strategic Communications Operational Planning and Employment, and Communications Measurement, Analysis and Effects Assessment.

Colonel Daily is the author of numerous professional articles, presentations and educational workshops related to strategic communications research, strategy, planning, management, and measurement. Colonel Daily serves as an Accreditation in Public Relations (APR) instructor, facilitator, and mentor, as well as an enthusiastic martial arts practitioner. His professional designations include Accreditation in Public Relations (APR) and International Communication Measurement and Evaluation (ICME). Colonel Daily is a 1976 graduate of the U.S. Naval Academy and holds master's Degrees from the University of southern California and National University.

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