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J350: Intro to Public Relations
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PR NEWSWIRE Assignment #1

Summary: NASA plans to launch the first woman and first person of color to the Moon with preparations through early space missions' programs. NASA is targeting Artemis II to launch in 2025, Artemis III in 2026, and Artemis IV to launch in 2028. Many different missions include testing out spacesuits, investigating char, and looking into delivering cargo. With updated tests following every launch, NASA wants to make the mission to the moon an experience like never before.

Target Audience: Potential individuals whose interest may be sparked

- Scientists, Experts, Aviation Employees (Direct)
- NASA or Aviation Investors, Millionaires, Billionaires (Moderate)
- Women pursuing higher education in STEM, Aviation (Difficult)

Analysis: This PR Newswire article is indeed news. Although, I thought the article was very interesting, it immediately grabbed my attention with emphasis on another launch to space. When I checked Instagram, I saw that NASA posts frequently per day, making the specific topic searched hard to find. When on X, I saw that Artemis was the number one discussion of the week on the most recent tweet on January 12, 2024. The links at the top of the article are not the same as the official link (www.nasa.gov/artemis.) but still provide excellent coverage of the news.

I thought NASA did a very good job pushing the news. With the amount of influence, monetary value, and stakes that NASA holds, I believe NASA paid PR Newswire to have this featured on their website. If true, then it is very much worth it. The websites are very reliable, and a plethora of articles can be found on them. NASA even has a blog post titled "Artemis" that puts out recent and relatable content.

Recommendations: A thing I would do different is to include the main link somewhere in the top of the article. I consider this article to be very important. I would also like them to cite other sources and websites, even if they are NASA. Overall, I am very satisfied with my news article.

Citations: PR Newswire Link – (<https://www.prnewswire.com/news-releases/nasa-shares-progress-toward-early-artemis-moon-missions-with-crew-302030388.html>.)

- **ExecutiveGov** – (<https://executivegov.com/2024/01/nasa-adjusts-september-2025-launch-date-for-artemis-ii-amid-safety-refinements/>.)
- **NASA** – (<https://www.nasa.gov/specials/artemis/>.)
(<https://www.nasa.gov/mission/artemis-ii/>.)
(<https://www.nasa.gov/missions/artemis/artemis-iii/>.)
- **Twitter:** (<https://x.com/NASA/status/1746171192166289601?s=20>.)