

**SSERVI'S LEADER TEAM AND THE FUTURE OF NASA LUNAR SCIENCE WEB CONTENT.** C. Barry<sup>1,2</sup>, M. Wasser<sup>1,2</sup>, T. Vogel<sup>1,3</sup>, V. Nguyen<sup>1,3</sup>, A. Jones<sup>1</sup>, O. J. Tucker<sup>1</sup>, J. Keller<sup>1</sup>, L. S. Morrissey<sup>4</sup>, D. M. Hurley<sup>5</sup>, W. M. Farrell<sup>1</sup>, R. M. Killen<sup>1</sup>, <sup>1</sup>NASA's Goddard Space Flight Center, Greenbelt, MD (caela.e.barry@nasa.gov), <sup>2</sup>ADNET Systems Inc. (Bethesda, MD), <sup>3</sup>ASRC Federal System Solutions (Reston, VA), <sup>4</sup>Memorial University of Newfoundland (St. John's, NL, Canada), <sup>5</sup>Johns Hopkins University Applied Physics Laboratory (Laurel, MD)

**Introduction:** The LEADER team (Lunar Environment and Dynamics for Exploration Research) contributes to public-facing web content on moon.nasa.gov by providing subject matter expertise, creative input, and strategic support. Several LEADER-supported articles will be published on moon.nasa.gov in 2023 as part of a substantial update to the website's structure and content.

**Moon.nasa.gov content strategy and current scope:** Moon.nasa.gov is NASA's home for lunar science, for broad audiences. Core content on this website is primarily concept-driven, not news-driven, and is designed to remain relevant over a long period of time (i.e. is "evergreen"). Topics covered include Moon phases, Moon formation and composition, eclipses and supermoons, tides and tidal locking, and ways to observe the Moon.

**LEADER support for expanding moon.nasa.gov science coverage:** The Moon.nasa.gov team is currently preparing to revamp site structure and content. The updated information architecture (IA) will include a new Sun and Moonlight section featuring key contributions from the LEADER team. This section will cover topics including:

- Sun and Moon section overview
- Moonlight (and albedo)
- "Weather" on the Moon
- Solar wind

*Sun and Moonlight overview.* This short article will welcome visitors to the new section of the website and direct them to more in-depth information. Deputy PI Farrell provided subject matter expert review.

*Moonlight.* The Moon's color and brightness, as well as views from Earth and LRO, are discussed here. DPI Farrell and Co-I Keller provided subject matter expert review.

*Solar Wind.* Two LEADER science topics (solar wind irradiation as a source of hydroxyl on the Moon, tribocharging on the lunar surface) are introduced in this subsection, with links to additional coverage in the form of NASA and SSERVI press releases. Co-I Tucker and DPI Farrell provided subject matter expert review.

*Weather on the Moon.* This section emphasizes the lack of familiar "weather" on the Moon and introduces

some of the environmental factors that do affect the lunar surface, spacecraft, and explorers. Collaborator Morrissey provided subject matter expert review.

*Additional website section in development: The Lunar Exosphere.* Co-I Hurley gave an interview on the topic of the lunar exosphere in preparation for the development of a new moon.nasa.gov section focused on this topic.

*LEADER personnel and the moon.nasa.gov team.* In addition to LEADER scientists providing subject matter expert review, the LEADER SA/CS/PE liaison is embedded in the moon.nasa.gov team and provides routine writing, editing, and strategic support.

**Moon.nasa.gov and NASA Web Modernization:** This update and expansion of moon.nasa.gov runs parallel to an agency-wide web content overhaul. NASA Web Modernization is a years-long effort (well under way as of this writing) to bring all public-facing NASA science websites together into a single, cohesive, user-friendly IA. The moon.nasa.gov team is actively involved in this larger process; moon.nasa.gov IA changes are designed with the agency-wide plan in mind.

**The moon.nasa.gov team:** Molly Wasser leads the moon.nasa.gov team. Tracy Vogel is the primary science writer. Vi Nguyen is the graphic designer. LEADER SA/CS/PE Liaison Caela Barry provides writing and editing support and monitors site analytics. Andrea Jones provides additional creative and strategic support. The Moore Boeck team manages design & development.

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