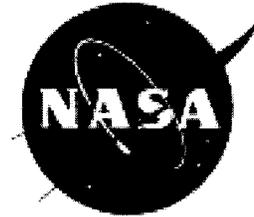


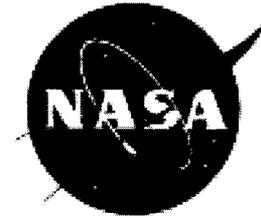
Storytelling in the JPL Library: From Practice to Theory



Teresa Bailey

Jet Propulsion Lab, California Institute of Technology





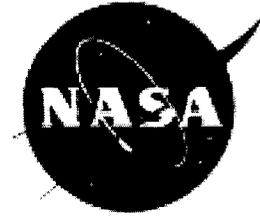
JPL storytelling series focuses on the experience

There is something wonderful about going down to a library, sitting with my friends among the books, and hearing a master storyteller weave a tale. Besides being entertaining, it is a great way to learn ... the process taps into a crucial capacity the human animal has for imparting wisdom from older generations to younger ones through storytelling. Really, it was a peak experience for me, like meeting a wonderful person for the first time, or seeing a rare and exquisite sunset. I'm going to remember this for a long time.

*Jay Breidenthal, JPL System Engineer
Story listener*

When Teresa Bailey asked me to tell a story, I hardly knew how to respond. It has been my experience that I connect best with JPLers in small groups in an informal setting, where there is an opportunity for dialogue. This was a little different, though, sitting among a group of colleagues and sharing some of the things that have been most meaningful to me. I can't speak for the listeners, but it turned out to be wonderfully satisfying for me. I am grateful for this new way of giving meaning to the present by reflecting on the past.

*Larry Dumas, JPL Deputy Director
Storyteller*



Criteria for selecting storytellers

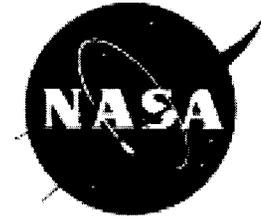
Recommendations from other storytellers and story listeners.

“Cold calls” to well-known JPL employees (identified through their reputation, position, or through news articles).

We seek to include a cross-section of JPL current and former employees, including “old-timers”, mid-career, and more recently hired staff.

Selection focuses on inclusion and attention is made to provide a mix of scientists, engineers, administrators, and managers.

The assumption, every JPLer has a JPL story.



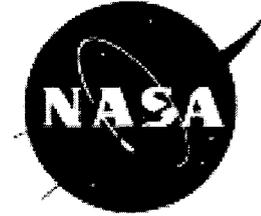
Foundation of a Concept

The stories should be experienced in person

Don't record the stories, let the tellers be as candid as possible

Hold the stories in the JPL Library and keep the setting informal

The assumption, every JPLer has a JPL story.

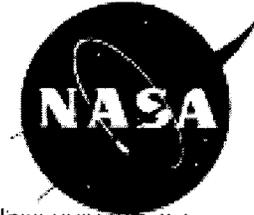


Criteria for the stories

The only criteria for the storyteller is that the story they tell has to be a personal story. Which story to tell is entirely their decision.

I encourage them to be as creative as they'd like and I tell them that stories can take place in the past, present, or future; they can be historical or make-believe; and they can be light-hearted or serious.

Recruiting – Email example



Hi Mike,

Lynne Cooper said you might be interested in telling a story about the Apple Valley telescope. I usually hold the JPL stories monthly and right now I'm desperately looking for a June storyteller. If you accept, would you be able to present on Thursday, June 27th from 4-5 p.m. in the JPL Library?

The following is some information about storytelling. There are examples of flyers (PDF versions) and a list of all the past JPL Stories at <http://beacon.jpl.nasa.gov/WhatsNew/JPLStories.htm>

Storytelling at the JPL Library

The concept for the JPL Stories series is to provide an informal and experiential environment for both the storyteller and the audience. The stories take place in the main customer service area of the Library, which is the ideal location for the warm and friendly atmosphere we want. The plan is to keep the program as flexible as possible and include a cross section of storytellers from the JPL community. Stories entertain, influence, teach, inform, and uplift. Stories can take place in the past, present or future; they can be historical or make believe; and they can be light-hearted or serious. They're an effective way to communicate and understand an organization's culture and can help employees develop a sense of organizational identity. Stories offer an approach different from the more formal lectures, seminars and town halls we have at JPL -- stories offer another way to be a part of the discussion.

If you decide to accept, what I'll need from you no later than Friday, June 7th (the earlier the better):

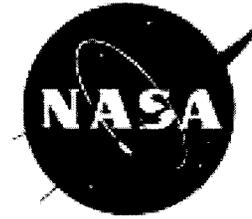
- 1) The title of your story.
- 2) The association to JPL you'd like me to use after your name (e.g. Dr. William Pickering, Former Laboratory Director).
- 3) A couple of sentences of what the story is about.

And answers to the following questions:

- 1) Will you allow the story to be audio taped and/or videotaped?
- 2) Will you need an overhead projector, slide projector, computer projector, or other equipment?
- 3) Will you need help locating images for your story? Often, the Archives folks have helped locate images for the storytellers. (The JPL Archives can be reached at (626)449-1593 ext. 15).

Please let me know if you are interested.

Sincerely,
Teresa



Flyers and Posters

THE JPL LIBRARY PRESENTS

JPL Stories

Thursday,
March 23,
2000

4 PM to 5 PM

JPL Library,
Customer
Service Area,
west end of
Building 111
Room 104

Green Eggs and Ham
JPL Style with Salsa

presented by
Sarah Gavitt
"Suess"

All Employees are Welcome

THE JPL LIBRARY PRESENTS

JPL Stories

Thursday,
October 19,
2000

4 PM to 5 PM

JPL Library,
Customer
Service Area,
west end of
Building 111
Room 104

**Things that Go Bump in the Dark
or
How Spacecraft Fail**

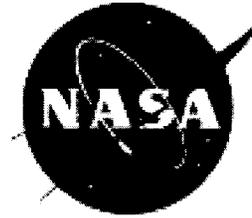
Dr. Henry B. Garren
Safety and Mission Assurance (5X)

Every spacecraft will eventually die despite our best efforts. Even so, there are many examples of ways to greatly shorten a spacecraft's lifetime. This talk will recount some of the more creative methods to assure abbreviated lifetimes that the speaker has encountered in his career. Fortunately, there is a team in place at JPL to limit these effects, and it is to those colleagues — the engineers and scientists who make up the Reliability/QA organization — that this talk is dedicated. Please come and listen — the spacecraft you save may be your own!

All employees are welcome.

ORG. 6431 List: 00M 111-113
BAILEY, Teresa R

Flyers and Posters (cont.)



THE JPL LIBRARY PRESENTS

JPL Stories



Jet Propulsion Laboratory

The Early Years

*Presented by Dr. William Pickering
Laboratory Director 1954-1976*

Come hear firsthand accounts of the pre-NASA days of JPL.
All employees are welcome.

Thursday,
January 18,
2001

4 PM to 5 PM

JPL Library,
Customer
Service Area,
west end of
Building 111
Room 104

THE JPL LIBRARY PRESENTS

JPL Stories



The Story of NEAR Navigation: Extreme Partnering for JPL

*Presented by Dr. Bobby G. Williams,
NEAR Navigation Team Chief*

Near Earth Asteroid Rendezvous (NEAR) set a number of firsts in space exploration. Come hear the story of the first extreme partnership of JPL with Johns Hopkins University-Applied Physics Lab (JHU-APL).

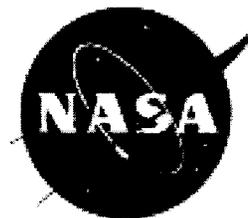
- Hear how JPL deep-space navigation experts established an extreme partnership with the JHU-APL that enabled the NEAR mission, the first US deep-space mission to be led by a non-NASA center.
- Hear how NEAR management challenged JPL to perform a mission unlike any before it—to rendezvous and orbit a small, irregularly shaped body—the asteroid Eros.
- Hear how, even though JHU-APL is a competitor for other Discovery missions, JPL management gave NAV the green light to proceed.
- And hear how the extreme technical challenge was met and exceeded when the JPL team, completely dedicated to the task, navigated the NEAR Shoemaker spacecraft to an unprecedented safe landing on Eros.

Thursday,
September 27,
2001

4 PM to 5 PM

JPL Library,
Customer
Service Area,
west end of
Building 111
Room 104

Flyers and Posters (cont.)



THE JPL LIBRARY PRESENTS

JPL Stories

Women Are from Mars, Too!

Thursday, November 16, 2000

4 PM to 5 PM

*Jennifer Harris Trospen
Mars Exploration Rover Project (313)*

*C*ome hear what it was like to be a part of the Pathfinder team.

All employees are welcome.

*JPL Library,
Customer Service Area,
west end of Building 111
Room 104*

THE JPL LIBRARY PRESENTS

JPL Stories

Io, the Ultimate Destination for a Volcano Lover

Thursday, March 22, 2001

4 PM to 5 PM

*Presented by Rosaly Lopes,
Research Scientist and member of the Galileo NIMS Team
(with a special appearance by the Galileo Not Ready for Real Time Players)*

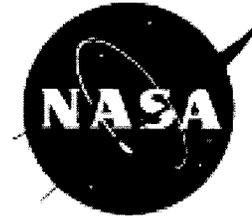


- Find out about the most volcanically active body in the Solar System — Io, the Jurassic Park for a volcanologist.
- Hear about Galileo's long, slow road to Io — what a difference a second chance can make, and a third, and a fourth...
- What do frustrated scientists do when they lose their precious data? They sing!

All employees are welcome.

*JPL Library,
Customer Service Area,
west end of Building 111
Room 104*

Flyers and Posters (cont.)



THE JPL LIBRARY PRESENTS

JPL Stories

**Shadow Systems:
Collaboration Strikes Back!**

*Thursday,
July 12,
2001*

4 PM to 5 PM

*JPL Library,
Customer
Service Area,
west end of
Building 111
Room 104*

*Presented by DJ Byrne
Section 366*

DJ will be the leader for a story circle where people who have built or benefited from shadow systems are invited to share their tales. Shadow systems arise when self-motivated individuals collaborate to solve problems. Join us and tell your story about how you and your colleagues changed the Lab when no one was looking — when innovation from the trenches took our culture off the established path to create workable solutions.

THE JPL LIBRARY PRESENTS

JPL Stories

**"Automated Business Systems:
the Myth, Mystery, and Magic"**

*Thursday,
May 23,
2002*

4 PM to 5 PM

*JPL Library,
Customer
Service Area,
west end of
Building 111
Room 104*

*Presented by Marc Montgomery,
Manager, Institutional Business Systems Division and
New Business Solutions (NBS) Project*

Come hear some random musings from the front lines on the joys, puzzlements, and miseries of implementing enterprise-wide business systems.

All Employees are welcome.

Announcing the stories



DailyPlanet
e-news for the JPL community

Jet Propulsion Laboratory
California Institute of Technology

JPL HOME ELIAS CALTECH NASA FEEDBACK

- Director
- JPL Rules!
- Newsroom
- This Week
- Universe
- Tech Today
- Legislative
- Environmental
- Education
- Outreach
- Library
- JPL Store
- IGIS
- Training
- Ethics

NEW! "JPL Stories" series continues



Rob Manning (Pathfinder Flight System Chief Engineer), Brian Muirhead (Pathfinder Flight System Manager), and Richard Cook (Pathfinder Mission Manager) will present "The True Story Behind the Mars Pathfinder Success," at 4 p.m. Thursday, Aug. 22, in the Library, west end of building 111. (posted Aug 6)

Senate confirms Gregory as NASA's deputy administrator

The U.S. Senate on Aug. 1 confirmed Frederick D. Gregory as NASA Deputy Administrator. Gregory, a veteran Space Shuttle commander who previously served as the Associate Administrator for Space Flight, is set to become the agency's first African-American deputy.



August 6, 2002

Welcome to the Daily Planet!

freedom2manage

JPL Web Dev Info

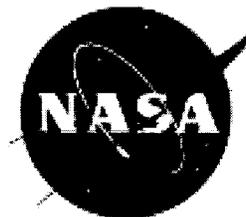


HISTORICAL PHOTO
of the Montezuma

DIRECTORIES

- JPL
- Caltech
- NASA

http://beacon.jpl.nasa.gov



JET PROPULSION LABORATORY SITE MAP SITE

BEACON-Library, Archives, and Records Section

FIND IT / SEARCH [JPL Library Catalog](#)

GET [JPL Archives Catalog](#)

FULL TEXT E-RESOURCES [Other Library Catalogs](#)

LINKS [Journal Article Databases](#)

HELP [Find Resources by Subject](#)

SERVICES AND ABOUT US [Find Reports and Standards](#)

QUICK PICKS [Find Images](#)

[Find Historical Info](#)

[Find it on the Web](#)

Find information in the JPL Library, Archives. Search other library catalogs and external resources.

If you have any comments or suggestions for this web site, please e-mail [Jennifer Momjian](mailto:Jennifer.Momjian) or call 4-5540.

What's New?

Did You Hear

BEACON presents a new Online Exhibit: [...More](#)

Historical Images of Voyager's Grand Tour



JPL Stories

RESCHEDULE TO SEPTEMBER 26: The next story, "The True Story Behind the Mars Pathfinder Success," is scheduled for Thursday, August 22nd, from 4-5 p.m.



HISTORICAL PHOTO of the Month



Click here for this month's photo and links to all past featured photos.

SCI-TECH NEWS

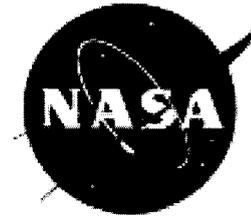
This week's stories include: "Eat Well, Then Evolve," "Winged Robot Learns to Fly" and "Portable Security." [...More](#)

New Arrivals

Click here for a list of new resources.

Listing of past and future stories

<http://beacon.jpl.nasa.gov/WhatsNew/JPLStories.htm>



[HOME](#) [SITE MAP](#) [SITE INDEX](#) [CONTACT US](#)

BEACON Library
LightHouse - Back to Home

Records Section

FIND IT / SEARCH
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FULL TEXT E-RESOURCES
LINKS
HELP
SERVICES AND ABOUT US
QUICK PICKS

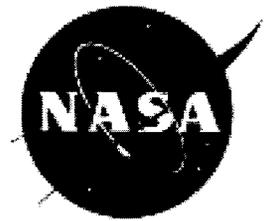
What's New?

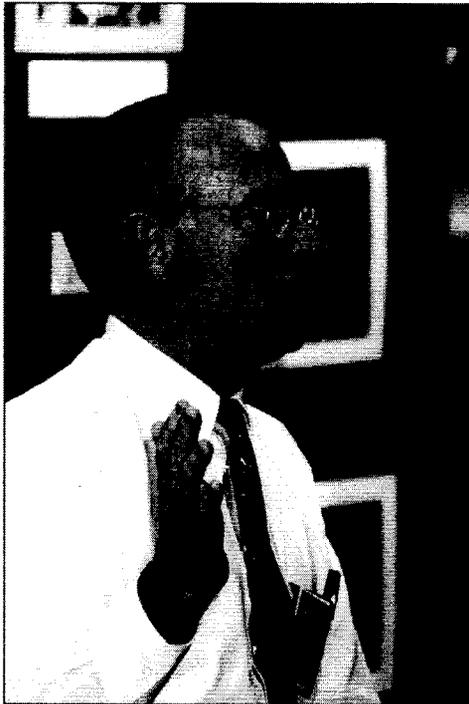
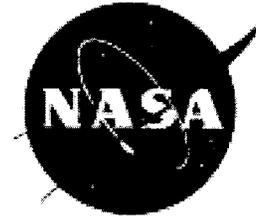
RESCHEDULED TO SEPTEMBER 26: The next story, "The True Story Behind the Mars Pathfinder Success," is scheduled for Thursday, August 22nd, from 4-5 p.m. with Rob Manning (Pathfinder Flight System Chief Engineer), Brian Muirhead (Pathfinder Flight System Manager), and Richard Cook (Pathfinder Mission Manager). Come hear true confessions from this Pathfinder threesome.

The JPL Library, Archives, and Records Section sponsors the monthly series "JPL Stories" - the concept is to provide an informal and experiential environment for both the storyteller and the story listeners. The stories take place in the main customer service area of the Library, which is the ideal location for the warm and friendly atmosphere it offers. The plan is to keep the program as flexible as possible and include a cross section of storytellers from the JPL community. Stories can take place in the past, present or future; they can be historical or make believe, and they can be light-hearted or serious. They're an effective way to communicate and understand an organization's culture and can help employees develop a sense of organizational identity. Stories offer an approach different from the more formal lectures, seminars and town halls we have at JPL - they offer another way to be a part of the discussion. Several stories are in the planning stage - watch for "JPL Stories" flyers, posters and announcements. If you have questions or suggestions about the JPL Story series or if you wish to participate, please contact Teresa Bailey at ext. 4-9233 or teresa.i.bailey@jpl.nasa.gov.

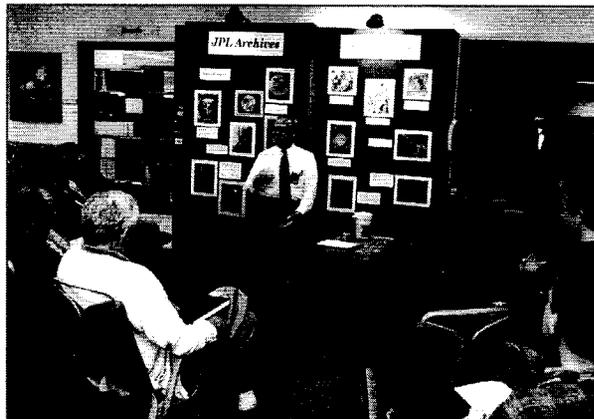
Story Title, Storyteller and Story Date	Flyer (PDF)	Story on the Story Tape
Mike Klein / Title TBD/ Thursday, October 31, 2002		
TBD / Title TBD/ Thursday, September 26, 2002		
"The True Story Behind the Mars Pathfinder Success"/Presented by Rob Manning, Brian Muirhead, and Richard Cook/ Thursday, August 22, 2002		
"Voyager -- the Journey of a Lifetime"/Presented by Dr. Ed Stone / Thursday, July 18, 2002		Yes
No Story Scheduled for June 2002		
"Automated Business Systems: The Myth, Mystery and Magic/ Presented by Marc Montgomery / Thursday, May 23, 2002		
"Floating With Venus"/Fred Felberg, Associate Director Retiree/Thursday, April 18, 2002		
"The Way the EC Thinks"/Presented by Mous Chahine/Thursday, March 21, 2002		
"We Few, We Happy Few"/ Presented by Steve Collins, DS1 Attitude Control Lead/Thursday, February 28, 2002		
"JPL and the Exploration of Mars " / Presented by Dr. Bruce Murray/ Thursday, January 31, 2002		Yes
" From Pasadena (huh, LaCanada-Flintridge) to Jupiter Against All Odds - a brief history of the trajectory of Galileo's launch date moving through virtually the entire decade of the 1980's "		

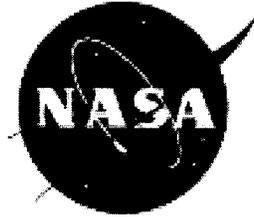
Setting up the space



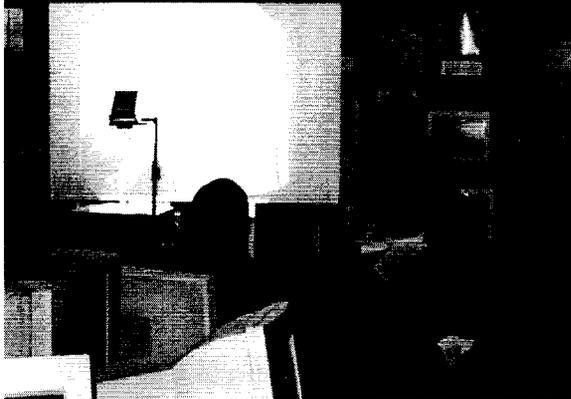


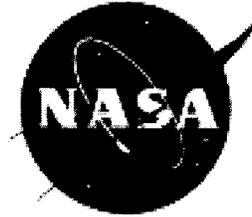
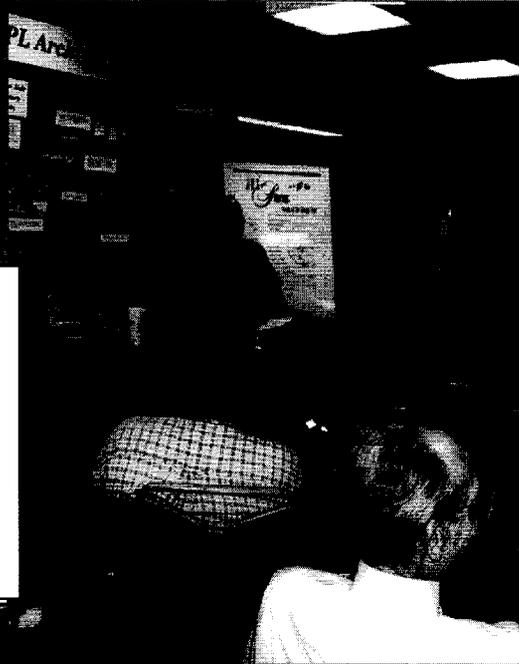
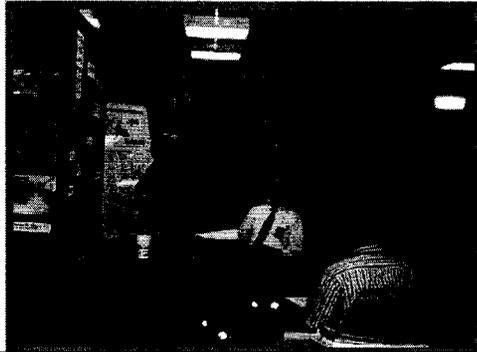
**“Things to Keep”
presented by Larry Dumas
on February 24, 2000**



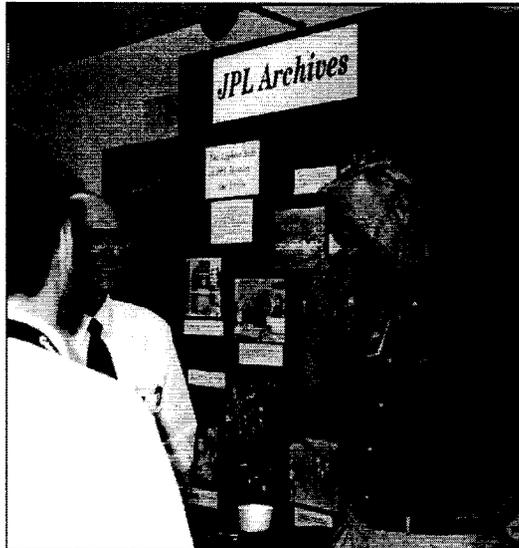


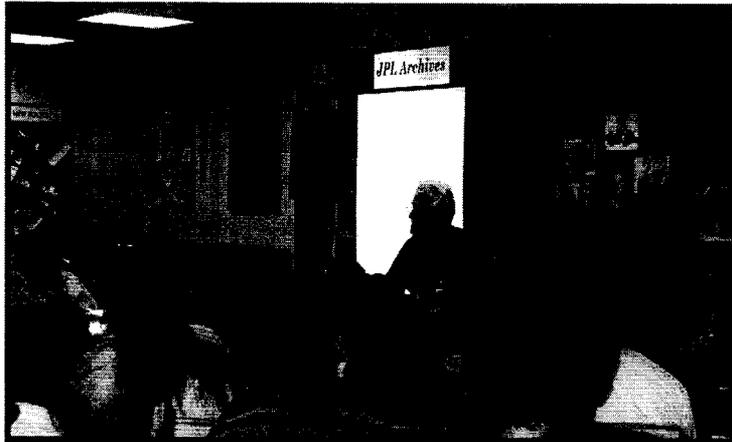
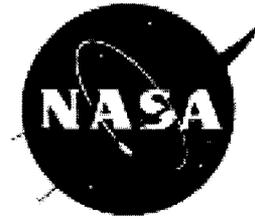
**“Green Eggs and Ham...
JPL Style with Salsa”
presented by Sarah Gavit
on March 23, 2000**





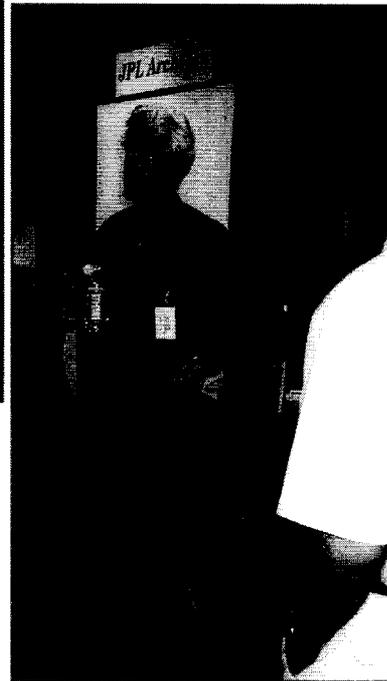
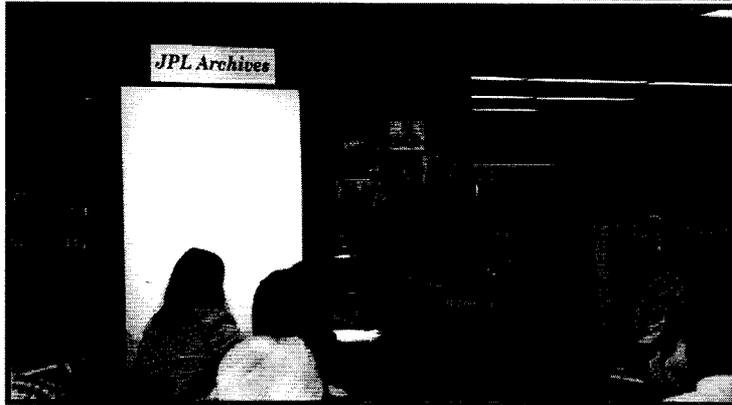
**Seeds of the Grand Tour:
How Voyager began in the mid 60's
presented by Roger Bourke
on June 22, 2000**



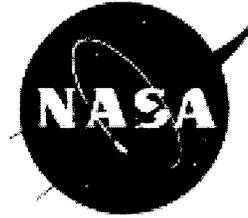


**“Architecting the
Deep Space Network (DSN) --
Why we set it up the way we did”**

**Presented by Eberhardt Rechtin
on August 24, 2000**



Feedback



Library, Archives, and Records Section
JPL Stories
 Evaluation and Suggestion Form

"Women are from Mars, too"
 Presented by Jennifer Harris
 November 16th, 2000

Thank you for attending the talk today. Please fill out this survey by circling or filling in all that apply. Please give the form to a librarian or leave the form in the box labeled "Evaluation Forms" on the circulation counter.

What is your overall impression of this presentation?
Great! Fantastic! Awesome!

Where did you hear about this event? (Circle all that apply.)
 a. JPL Email b. This Week c. Universe d. JPL Monitor **e. flyer** f. poster **g. Word-of-mouth**

Library, Archives, and Records Section
JPL Stories
 Evaluation and Suggestion Form

"THE WAY THE EC THINKS"
 Presented by Mous Chahine
 March 21, 2002

Thank you for attending the talk today. Please fill out this survey by circling or filling in all that apply. Please give the form to a librarian or leave the form in the box labeled "Evaluation Forms" on the circulation counter.

What is your overall impression of this presentation?
GREAT - JPL stories rock!
(sometimes it's difficult to hear the speaker, though)

Where did you hear about this event? (Circle all that apply.)
a. JPL Email b. This Week c. Universe d. JPL Monitor e. flyer f. poster g. Word-of-mouth
 h. BEACON website i. The Daily Planet Other: I wish they were all videotaped, so I wouldn't miss any! (OVER)

Library, Archives, and Records Section
JPL Stories
 Evaluation and Suggestion Form

"JPL and the Exploration of Mars"
 Presented by Dr. Bruce Murray
 January 31, 2002

Thank you for attending the talk today. Please fill out this survey by circling or filling in all that apply. Please give the form to a librarian or leave the form in the box labeled "Evaluation Forms" on the circulation counter.

What is your overall impression of this presentation?
- Wonderful + fascinating, insightful
- wish it was 3x longer - he's great

Where did you hear about this event? (Circle all that apply.)
a. JPL Email b. This Week c. Universe d. JPL Monitor **e. flyer** **f. poster** g. Word-of-mouth
 h. BEACON website i. The Daily Planet Other: _____ (OVER)

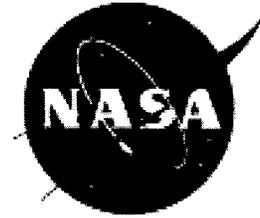
Library, Archives, and Records Section
JPL Stories
 Evaluation and Suggestion Form

"We Few, We Happy Few"
 Presented by Steve Collins
 February 28, 2002

Thank you for attending the talk today. Please fill out this survey by circling or filling in all that apply. Please give the form to a librarian or leave the form in the box labeled "Evaluation Forms" on the circulation counter.

What is your overall impression of this presentation?
Well done & great experience
Good outlet for STRESSED Engineers

Where did you hear about this event? (Circle all that apply.)
 a. JPL Email b. This Week c. Universe d. JPL Monitor e. flyer f. poster **g. Word-of-mouth**
 h. BEACON website i. The Daily Planet Other: _____ (OVER)



There are thousands more JPL Stories!

Every time I come to one of the JPL Stories, I walk away thinking how lucky I am to work at such an amazing place with these world-class people. Please keep up the great work - and I look forward to hearing many more stories in the future!

Michele Judd
Development Liaison
Section 367 - Exploration
Systems Autonomy

The Theory Journey

