



Hidden Figures/Modern Figures

Presented By Bob Jacobs

March 2017

Background

NASA initiated a Space Act Agreement with 20th Century Fox to support the film “Hidden Figures,” based on the #1 NY Times best selling book by Margot Lee Shetterly.

The story chronicles the life of NASA mathematician Katherine Johnson and her colleagues who were human computers critical to NASA’s early success.

Office of Communications worked with the movie’s Director Ted Melfi on the script and provided imagery used in the film.

Annie Leibovitz Portrait



Katherine Johnson, photographed at Fort Monroe, in Hampton, Virginia.
Photograph by Annie Leibovitz.

FROM THE MAGAZINE

Katherine Johnson, the NASA Mathematician Who Advanced Human Rights with a Slide Rule and Pencil

NASA chief Charles Bolden recalls the historic trajectory of the “human computer” who played a key role in the Apollo 11 moon landing, and as a female African-American in the 1960s, shattered stereotypes in the process.

BY CHARLES BOLDEN | SEPTEMBER 2016



Topics

Missions

Galleries

NASA TV

Follow NASA

Downloads

About

NASA Audiences

Search



From Hidden to Modern Figures

From Hidden to Modern Figures

Overview

Images

Videos

Media Resources

Modern Figures Education Resources

Modern Figures Video Series

Mary Jackson Biography

Katherine Johnson Biography

Dorothy Vaughan Biography

Frequently Asked Questions

Related Topics

Gemini



Modern Figures: NASA's Past Shows the Way to the Future

The film "Hidden Figures," based on the book by Margot Lee Shetterly, focuses on the stories of Katherine Johnson (left, after receiving the Medal of Freedom in 2015), Mary Jackson and Dorothy Vaughan, African-American women who were essential to the success of early spaceflight. Today, NASA embraces their legacy and strives to include everyone who wants to participate in its ongoing exploration. "Progress is driven by questioning our assumptions and cultural



NASA Modern Figures - Maria Caballero



NASA Langley

'Hidden Figures' Author Celebrates Untold Stories at Homecoming Talk



From Hidden to Modern Figures

Overview Images Videos Media Resources

Modern Figures Education Resources

Modern Figures Video Series

Mary Jackson Biography

Katherine Johnson Biography

Dorothy Vaughan Biography

Frequently Asked Questions

Related Topics

Gemini

Modern Figures: NASA's Past Shows the Way to the Future

The film "Hidden Figures," based on the book by Margot Lee Shetterly, focuses on the stories of Katherine Johnson (left, after receiving the Medal of Freedom in 2015), Mary Jackson and Dorothy Vaughan, African-American women who were essential to the success of early spaceflight. Today, NASA embraces their legacy and strives to include everyone who wants to participate in its ongoing exploration. "Progress is driven by questioning our assumptions and cultural

NASA Modern Figures - Maria Caballero

NASA Langley

'Hidden Figures' Author Celebrates Untold Stories at Homecoming Talk

Modern Figures By-The-Numbers

- 1 million total page views
- 46 thousand page view peak during Oscars broadcast
- 80% referrals by Google search
- 10% by direct traffic

#Oscars



NASA
@NASA

Good luck to [#HiddenFigures](#) on [#Oscars](#) nominations. See the stories from hidden to modern figures at NASA: nasa.gov/modernfigures



RETWEETS 2,833 LIKES 6,362



7:14 PM - 26 Feb 2017



NASA
@NASA

[#HiddenFigures](#) tells the story of 'human computers' who made spaceflight possible. It's up for [#Oscars](#) tonight: go.nasa.gov/2le317U



RETWEETS 1,368 LIKES 3,648



NASA
@NASA

She was a computer, when computers wore skirts. Learn all about Katherine Johnson: go.nasa.gov/2lekpQz [#Oscars](#)



RETWEETS 10,198 LIKES 20,681



9:26 PM - 26 Feb 2017

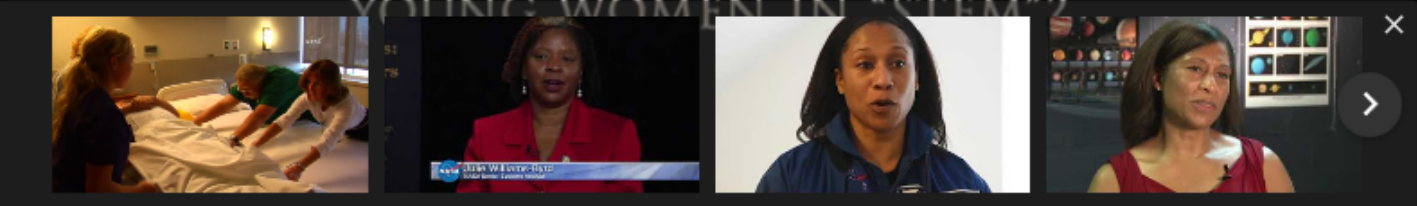
114 10K 21K

Video Content

NASA Modern Figure: Jeanette Epps

SHARE

NASA'S MODERN FIGURES
— INSPIRED BY HIDDEN FIGURES —
WHAT ADVICE WOULD YOU GIVE TO
YOUNG WOMEN IN "STEM"?



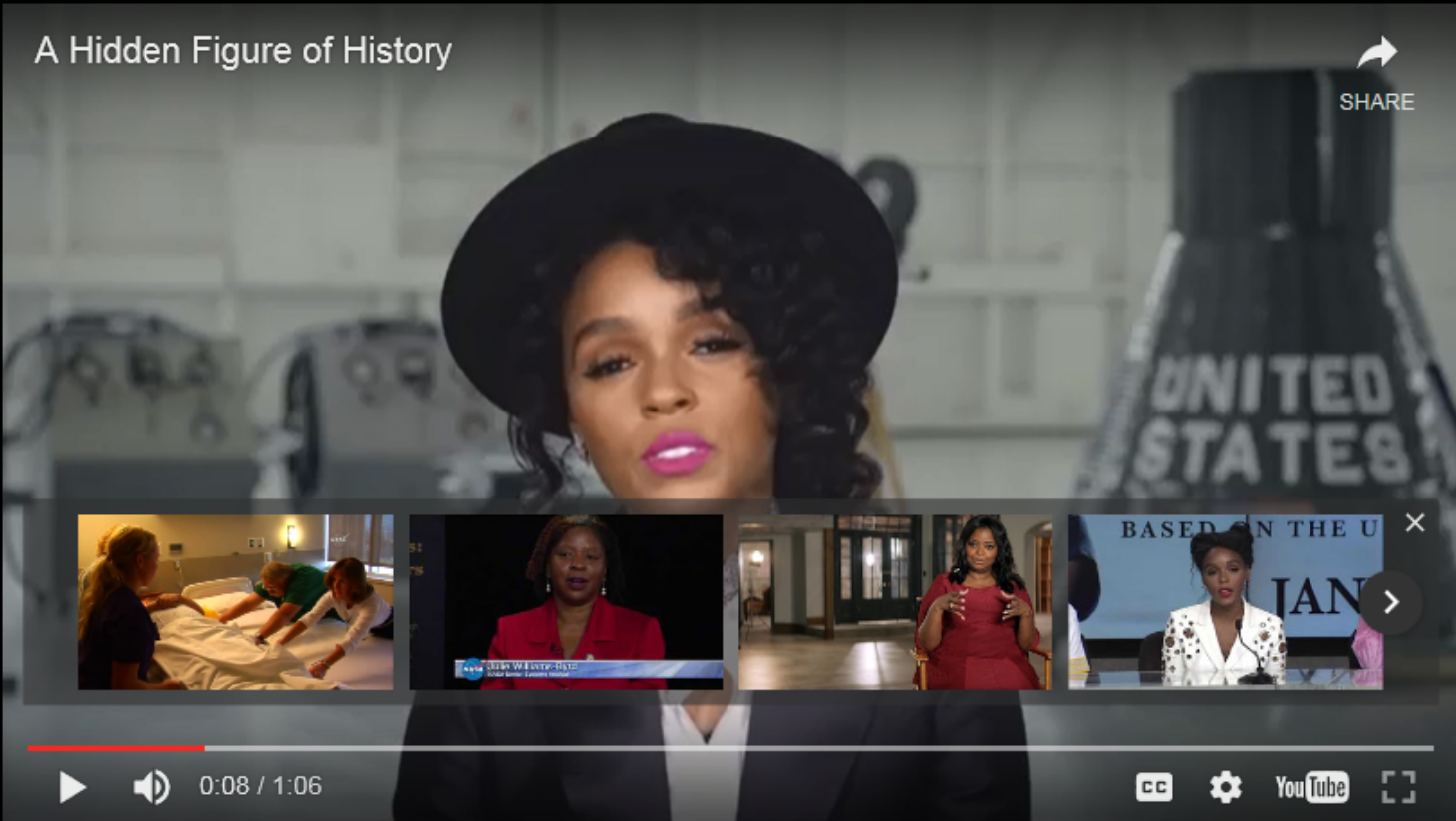
0:02 / 0:24

CC Settings YouTube

Video Content

A Hidden Figure of History

SHARE



Thumbnail 1: People in a room with beds.

Thumbnail 2: Woman in a red jacket with a news ticker: "NEW: 'HIDDEN FIGURES' - 1976".

Thumbnail 3: Woman in a red dress sitting in a chair.

Thumbnail 4: Woman in a white patterned jacket with text: "BASED ON THE U... IAN".

0:08 / 1:06

CC Settings YouTube

Social Media

Total potential reach:
682 million

We had 242,000
engagements (likes,
comments, shares)
across 64 posts from
NASA accounts

Highlighted current
'modern figures' &
events on the
workforce around the
agency

NASA @NASA

Today's featured 'Modern Figure' is Julie Williams-Byrd, a systems engineer at @NASA_Langley: youtu.be/_qll0w3NS-w #HiddenFigures

JULIE WILLIAMS-BYRD | SYSTEMS ENGINEER | NASA LANGLEY RESEARCH CENTER

RETWEETS 436 LIKES 1,112

2:47 PM - 4 Dec 2016

NASA @NASA

Hear @NASAHistory & the #HiddenFigures cast chat about African-American woman "human computers." Watch: go.nasa.gov/2lejMqb #Oscars

HIDDEN FIGURES | BASED ON THE BOOK BY BARBARA BERRY

RETWEETS 1,488 LIKES 3,442

9:09 PM - 26 Feb 2017

Hidden Figures Public Engagement Events and Special Screenings



Special 100th Anniversary Celebration - LaRC



World Premiere – New York



MLK, Jr. Public Library STEM Event – Washington, DC



Kennedy Space Center - Florida



National Museum of African American History and Culture Screening - DC



Depart of Education/Smithsonian National Air and Space Museum - DC



HQ Exceptional Public Achievement Medal Presentation

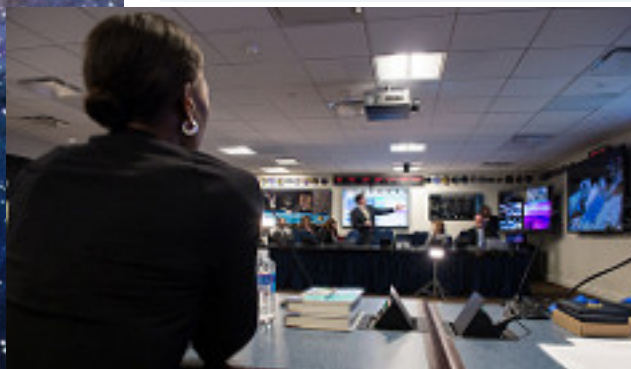


Follow

Acting Admin Lightfoot presents our Exceptional Public Achievement Medal to author & director of #HiddenFigures, who recognized @NASAhistory



RETWEETS 400 LIKES 1,490



What Hollywood Says

Box office to date: over \$216 million

HIDDEN FIGURES beat out Star Wars: Rogue One on its opening weekend.

HIDDEN FIGURES did the unthinkable and outgrossed high-profile franchise films over 2016 proving that brand recognition can only get you so far.

According to audiences, the film has had a great impact on how they think about their lives, making audiences want to achieve more, giving them empowerment, recognizing women and diversity in more complex jobs as science and technology.

According to the national and global media, HIDDEN FIGURES was heavily used and referred to by educators and students as inspiration for achieving both scientific and technological goals.

HIDDEN FIGURES was nominated for three Oscars, including Best Picture.

HIDDEN FIGURES was named one of the year's Top 10 films by the National Board of Review.

The cast won the Best Cast accolade at the Screen Actors Guild Awards Ceremony.



Presented By Bob Jacobs

March 2017