

PLANETARY DEFENDERS

CREATIVE BRIEF

PREMIERING:

04.16.2025

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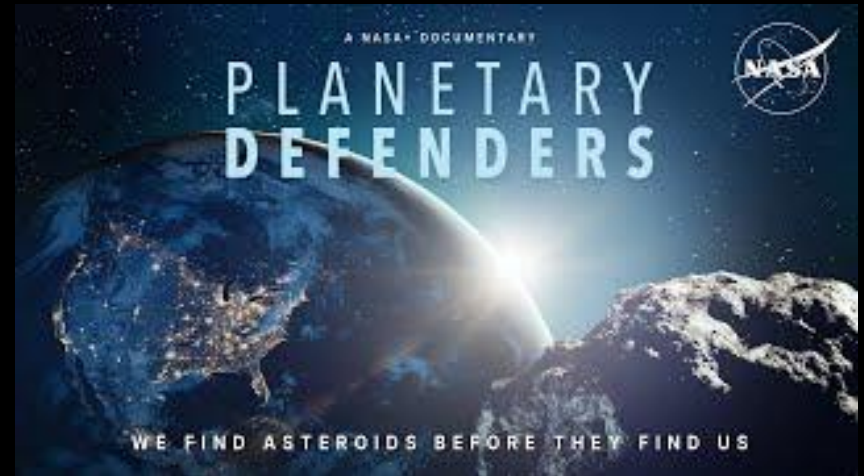
DOC DETAILS

DOCUMENTARY OVERVIEW

How would humanity respond if we discovered an asteroid headed for Earth? NASA's ***Planetary Defenders*** is a gripping documentary that dives into the high-stakes world of asteroid detection and planetary defense.

Journey alongside a dedicated team of astronomers and scientists working tirelessly to track and monitor near-Earth asteroids, aiming to protect our planet from potential impacts. This documentary captures the intricate and collaborative efforts of these unsung heroes, blending cutting-edge science with personal stories to reveal the human spirit behind this critical global endeavor. Witness the drama, the challenges and the triumphs of those on the front lines of planetary defense.

Planetary Defenders will premiere on [NASA YouTube](#) and [NASA+](#) on April 16, 2025.



Click to watch the [Planetary Defenders trailer](#)



National Aeronautics and
Space Administration



04.16.2025

NASA will be releasing its highly anticipated original documentary, *Planetary Defenders*, and we want your help! We'd love to invite you to help us share this story with the world!

**READY TO
JOIN THE LIST OF
PLANETARY DEFENDERS?**

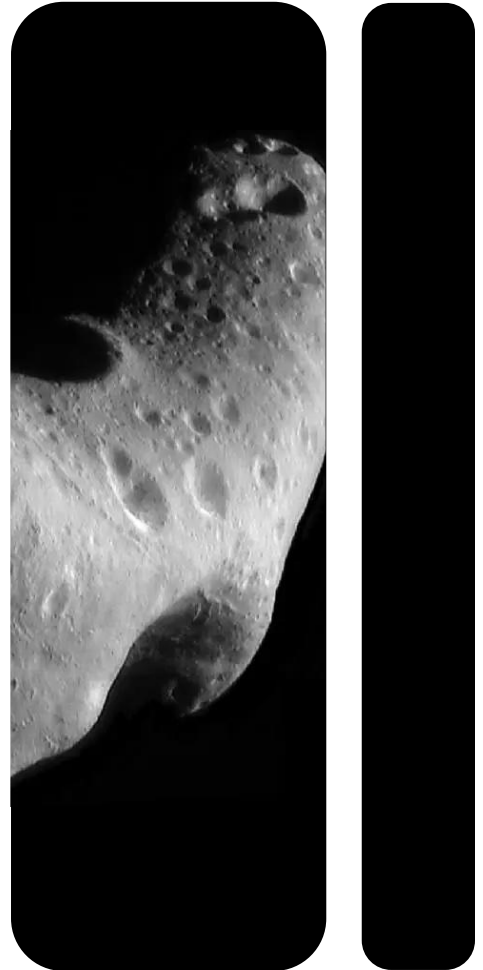
STEP 1: GET CREATIVE

Use the many resources available within the ***Planetary Defenders*** toolkit to create content relevant for your audience about NASA's upcoming ***Planetary Defenders*** documentary.

Here are a few ideas:

- A short 30-60 second reel about asteroids
- A green-screen video for YouTube using real-life asteroids discovered by ground-based telescopes (in toolkit)
- A reaction video to the new ***Planetary Defenders*** trailer and/or full-length documentary
- A video showing how you participated in an [asteroid-related](#) citizen science [project](#)
- Use NASA's [Eyes on Asteroids](#) to see all of the objects the agency is tracking

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WHAT ARE YOUR INTERESTS?

Let's identify your interests and personal connection with Planetary Defense.

SCIENCE FICTION

Sci-fi fans are motivated by the overlap between science fiction and science fact. Topics like asteroid impacts, common in sci-fi, become much more compelling when seen as plausible threats with real scientific solutions.

Appealing to science fiction fans, **Planetary Defenders** bridges entertainment and reality, making it the perfect doc to binge!

GLOBAL SAFETY & PROTECTION

Do you care about our planet and disaster preparedness? Planetary defense addresses the safety of our planet on a cosmic scale, safeguarding life on Earth.

INSPIRING PERSONAL STORIES


Space content often evokes feelings of awe, inspiring audiences to think about humanity's achievements and our capacity to address monumental challenges.

NASA's achievements in planetary defense serve as powerful examples of human ingenuity and collaboration, inspiring us and fostering a sense of pride in what is possible through science.


REAL WORLD KNOWLEDGE & APPLICATIONS

NASA's planetary defense projects, like our DART mission, are examples of practical applications of science that aim to protect Earth from asteroids, adding a real-world dimension to scientific principles.


SAMPLE POST 1

 Earth has a team of heroes you've never heard of...until now. Meet the astronomers and engineers working to protect our planet from asteroids in *Planetary Defenders*, a new documentary streaming soon on NASA+!


SAMPLE POST 2

 What if I told you NASA successfully moved an asteroid? No, it's not sci-fi — it's #PlanetaryDefense. See how NASA did it (and why it matters) in *Planetary Defenders*, streaming soon on NASA+!

SAMPLE POST 3

 From telescopes scanning the skies to a spacecraft that changed an asteroid's path — #PlanetaryDefense is real, and NASA is on it. *Planetary Defenders*, a new documentary on NASA+, brings you behind the scenes of this high-stakes mission. Streaming soon!

SAMPLE POST 4

 Asteroids, impact simulations, and a team of experts standing between Earth and cosmic threats — this is *Planetary Defenders*. The new NASA+ documentary takes you inside the action. Streaming soon!

CALL TO ACTION

Encourage your audience to watch the documentary and follow @NASA and @AsteroidWatch for more updates.

Use #PlanetaryDefense.

SAMPLE SOCIAL POSTS

Here's a selection of social media post ideas you can use as inspiration.

What if I told you
NASA successfully
moved an asteroid?
No, it's not sci-fi —
it's Planetary
Defense. This is
Didymos, an
asteroid that...



Did you know that
NASA has
discovered over
37,500 near-Earth
asteroids as of
February 2025...

A **NEAR-EARTH OBJECT** IS DEFINED AS AN OBJECT
THAT COULD PASS BY OUR EARTH WITHIN **30 MILLION MILES!**



EXAMPLES

STEP 2: GET READY TO POST

Share your content on your social media platforms using the hashtag **#PlanetaryDefense**.

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1. Share your content at anytime!
2. Monitor [NASA YouTube](#) and other social media channels in the lead up to April 16 for updates about the film and the release plan.
3. The film will air as a YouTube Premiere on [NASA YouTube](#) on April 16. The film will also be available for streaming on [NASA+](#).



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TOOL-
KIT

PLANETARY DEFENDERS TOOLKIT

Welcome to your digital media toolkit featuring content, clips, and assets related to asteroids, planetary defense, and Planetary Defenders.



DOCUMENTARY WEBSITE



PLANETARY DEFENSE COORDINATION OFFICE

DART MISSION IMAGERY

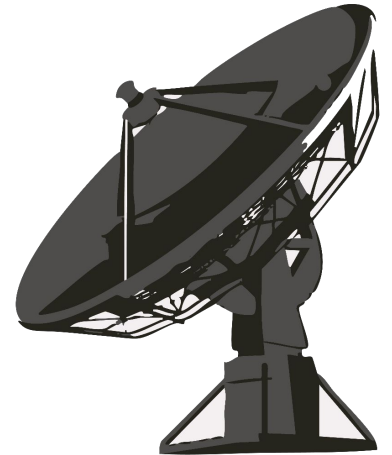
EYES ON ASTEROIDS



DIGITAL ASSETS



NASA MEDIA USAGE GUIDELINES



DID YOU KNOW?

NASA has discovered over 37,500 near-Earth asteroids as of February 2025.

NASA's [@AsteroidWatch](#) account on X provides the latest news and updates from NASA's Planetary Defense Coordination Office.

NASA's [Planetary Defense Coordination Office](#) (PDCO) was established in 2016 to manage the agency's ongoing mission of finding, tracking, and better understanding asteroids and comets that could pose an impact hazard to Earth.

100 tons of dust and sand-sized particles bombard Earth daily. Luckily Earth's atmosphere acts as a protective shield.

NASA's [NEO Surveyor mission](#) is an infrared space telescope designed to help us find most of the potentially hazardous asteroids and comets that come within 30 million miles of Earth's orbit. The mission will launch no earlier than September 2027.

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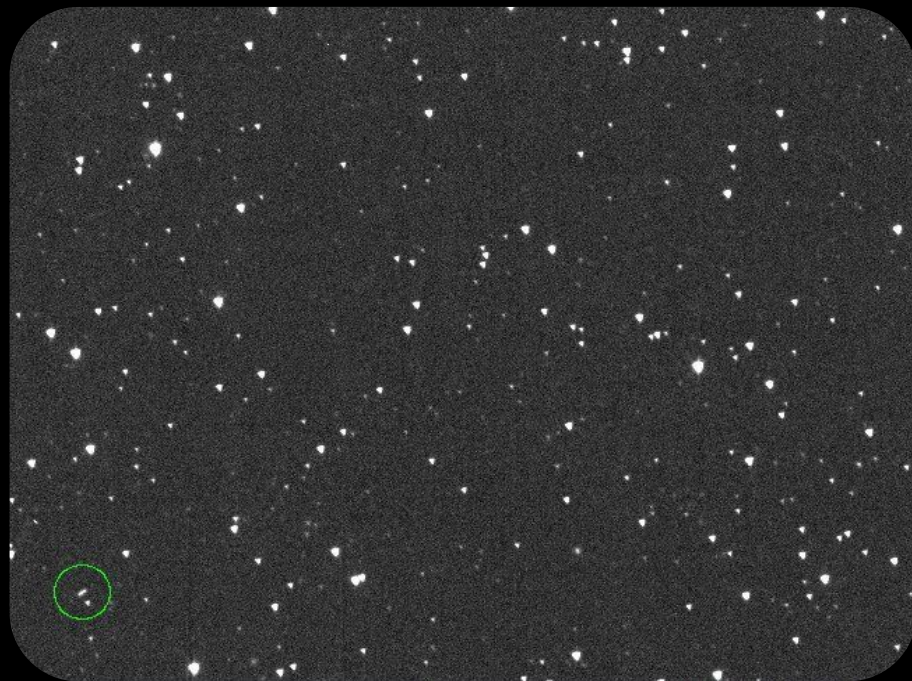
PROBABILITY THAT 2024 YR4 WILL HIT EARTH

(As of Feb.24, 2025)

A NASA-funded program, named ATLAS, first reported the discovery of asteroid 2024 YR4. Based on initial observations, the asteroid had a small chance of impacting Earth on December 22, 2032. More observations of the object have since been collected and that data has been added to the orbit calculations.

Thanks to the work of the planetary defenders, we now know that the asteroid poses no significant threat to Earth in 2032 and beyond. This was a great opportunity to see the science of planetary defense in action!

Learn more about this asteroid and how it was tracked [here](#).



ASTEROID 2024 YR4

OFFICIAL TITLE: *Planetary Defenders*

TAGLINE: We Find Asteroids Before They Find Us

LOGLINE: How would humanity respond if we discovered an asteroid headed for Earth? NASA's *Planetary Defenders* is a gripping documentary that follows the dedicated team of individuals involved in the high-stakes world of asteroid detection and planetary defense.

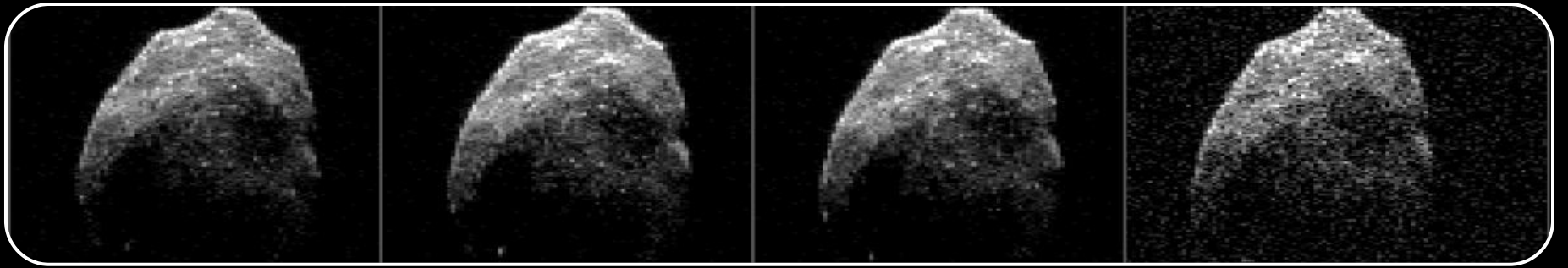
DOCUMENTARY DETAILS

SYNOPSIS:

How would humanity respond if we discovered an asteroid headed for Earth? NASA's *Planetary Defenders* is a gripping documentary that dives into the high-stakes world of asteroid detection and planetary defense. Journey alongside a dedicated team of astronomers and scientists working tirelessly to track and monitor near-Earth asteroids, aiming to protect our planet from potential impacts. This documentary captures the intricate and collaborative efforts of these unsung heroes, blending cutting-edge science with personal stories to reveal the human spirit behind this critical global endeavor. Witness the drama, the challenges and the triumphs of those on the front lines of planetary defense.

RUN TIME: 75 minutes

LINKS: The documentary will be available for streaming on [NASA YouTube](#) and [NASA+](#).



**THANK
YOU**

#PLANETARYDEFENSE