

CHRIS AMES

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Chris Ames
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Omaha NE, 68116
December 2, 2022

Dear Hiring Manager,

Getting to write about Star Trek professionally for Game Rant is my **dream job** - let me explain.

I love Star Trek. I was introduced to the franchise at an early age (thanks, Dad!), and have been consuming Star Trek media ever since, including every episode of every series, multiple times. I own reference books, travel books, graphic novels, board games, card games, etc. I have attended conventions, dressed up as Captain Kirk for Halloween, and participated in themed trivia contests. I have a genuine love for the franchise, so much so, that I made my hobby into my side hustle.

I operate a Star Trek-themed business. MiniTrekMOCs is the product of a five year mission to explore the catalog of LEGO bricks, to seek out new starships and space stations to miniaturize, and to boldly build where no other LEGO creator has built before. It's a collection of over 50 Star Trek vessels, with detailed instructions on how to build them, showcased on various marketing channels, including a homemade website, an email newsletter, and Instagram account. I have hundreds of customers from around the world, allowing me to interact with fans of Star Trek on a whole new level.

I can, and love to, write. My love for writing started on the high school speech team, and I have yet to extinguish that passion. For the last two years, I've been successfully crafting brand identities (over a dozen!) and implementing comprehensive multi-channel marketing campaigns that have exceeded business goals. I started as a solo marketing department at City+Ventures, where I was able to hire and lead a talented team of creators to help implement our extensive strategies. Embedded in that position was constant content creation: writing ads, designing collateral, building websites, copyediting the work of my team, and extensive fact-checking to ensure alignment with strict industry advertising standards.

I surpass expectations. While working in complex marketing leadership roles, I was able to juggle different clients' needs, always meeting deadlines, and capturing the attention of our target markets. My degree in economics and time as a business analyst rigorously taught me how to research, and tell stories in a universal way. My work in marketing roles has allowed me to gain experience in email marketing, graphic and web design, SEO and SEM, sales and marketing strategy, social media strategy, and much more. But more importantly, my innovative thinking, writing skills, and deep catalog of Star Trek knowledge, would allow me to make a **sizable impact** at Game Rant.

There is no one that would love this job more than me. I believe my experiences and this position is a great mutual fit, and I would love to bring **enlightening and entertaining stories** to Game Rant.

I would love to talk to you more about this position, and I look forward to hearing from you!

Sincerely,



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PROFILE

- ▶ A lifelong learner & influential teammate with resolute values. I love leading & motivating a team to attack problems with thorough analysis, innovative ideas, & hustle, communicating effectively to forge relationships & tell interesting stories.

EXPERIENCE

City+Ventures | *Brand Marketing Manager* | Omaha, NE | Aug. 2020 - Present

- ▶ Awarded 2021 AAN Best Marketing Team based on content library including 5 new websites & social media campaigns
- ▶ Managing communications & marketing strategy for Nine Zero Properties - 7 residential & commercial property brands
- ▶ Acting as a key advisor to executive leadership as sole marketing expert; increased unit occupancy to 99% from 51%
- ▶ Hired two Marketing Coordinators, mentoring each to leverage their specialized skills to support campaigns & strategy
- ▶ Concentrating on building brand foundations - lead acquisition funnel, photo/video content, social media content, website & landing pages, SEO & SEM, reporting, CRM implementation, collateral & signage, reputation management
- ▶ Curating brand development for three-concept restaurant collective; crafted successful multi-channel opening strategy

Topgolf | *Marketing Manager* | Omaha, NE | Jan. 2020 - May 2020 | COVID-19: Marketing roles eliminated nationally

- ▶ Secured key partnerships with local chambers, professional & collegiate sports teams, & well-known area businesses
- ▶ Created comprehensive multi-channel market entry strategy; achieved 783% growth in social media followers
- ▶ Orchestrated brand presence at key large-scale events, breaking company records with outreach lead generation efforts

Software Technology, LLC | *Marketing Coordinator - Kurent & Tabs3* | Lincoln, NE | June 2017 - Jan. 2020

- ▶ Created Kurent brand identity; designed & wrote over 80 web & landing pages; developed content for weekly email blasts
- ▶ Consistently exceeded goals: 41% MoM growth in users & 36% in leads, 16% website conv. rate, 23% email click rate
- ▶ Implemented multi-channel feature & discount campaigns; designed ads & physical materials; created automated reports

Spreetail | *Customer Experience Business Analyst* | Lincoln, NE | Sep. 2016 - May 2017

- ▶ Identified key projects to hit company objectives: formulated 120 KPIs, devised multivariate resell pricing tool, revitalized market feedback workflow, sales margins & shipping analyses saved \$82,000/qtr.; awarded 2017 Spreetail Spotlight

Verizon Wireless | *Consumer Development, Sales & Analyst Internship* | Omaha, NE | Summer 2015

- ▶ Mastered issue resolution & consulting skills; successfully managed store in hectic periods; cultivated 100% CSat score

Jeleos | *Sales & Marketing Internship* | Omaha, NE | Summer 2014

- ▶ Created fresh marketing, graphic & web campaigns; formulated new CRM metrics; acquired \$3.6 million in new accounts

UNL UCare "Economics in Education" Project | *Lead Researcher* | Lincoln, NE | Aug. 2015 - May 2016

- ▶ Analyzed 35,000 academic performance data points to predict future success; wrote highly researched literature review

UNL & CBA IT Help Centers | *Tier 1 Help Desk Technician* | Lincoln, NE | Aug. 2012 - May 2014

EDUCATION

University of Nebraska-Lincoln | *B.S. in Business Administration with High Distinction* | Lincoln, NE | May 2016

- ▶ **3.9 GPA** | Major: Economics | Minors: Management & Marketing; UNL Honors Program
- ▶ National Collegiate, Nebraska Legends, & LeRossignol Scholar; Omicron Delta Epsilon Economics Honors Society

University of Chicago Booth School | *Summer Business Scholars Program* | Chicago, IL | Summer 2015

- ▶ **4.0 GPA** | Cohort of 64 students from 21 countries; graduate courses in Accounting, Finance, Marketing & Negotiation

STRENGTHS & SPECIAL PROJECTS

- ▶ **MiniTrekMOCs:** Online store owner of branded collection of over 50 Star Trek ships, created with LEGO bricks.
- ▶ **Software:** Microsoft Office, Advanced Excel; Adobe InDesign, Photoshop, Illustrator; Wix; WordPress; Unbounce; Certified Google Ads Search & Display; SQL Query & Database Management; SurveyMonkey; ClickUp; Salesforce
- ▶ **Community:** Hit fundraising goals & formed relationships with Arnolds Park & Food Bank for the Heartland
- ▶ **Media Production:** Hosted, produced & marketed 2 FOR 2, highly-rated weekly sports radio show for two years
- ▶ **Net Promoter Score:** Implemented survey & online review campaigns at Spreetail, Kurent, & Nine Zero Properties
- ▶ **Gallup Strengths:** Strategic, Learner, Achiever, Developer, Responsibility

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My attached writing samples are taken from my professional experience as a marketing manager and content creator on behalf of corporate brands. I have also included some content from the brand I own, MiniTrekMOCs, a LEGO Star Trek collection.

Since I have not published any articles in the format of or containing similar content to articles featured on Game Rant, I have written three sample articles in the hopes of proving my writing ability and unwavering Trekkie status.

Professional Writing

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Sample Star Trek Articles for Game Rant

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Benson Lights Property One Pager

This piece of collateral was developed for our internal client, Benson Lights, a residential apartment community. I designed the one pager and wrote all of the marketing copy featured on this flyer, which was used as the foundation for the style guide I developed for the brand.

Modern comfort, endless excitement.

The eclectic, culture-driven spirit of the Benson neighborhood is distilled into the beautiful industrial decor of Benson Lights. Offering a variety of amenities and spaces to gather with friends and neighbors, your home will truly be your community.



APARTMENT AMENITIES

- In-unit laundry
- Walk-in closets
- Chef-inspired kitchens with white or java cabinets
- Stainless steel appliances
- Butcher block islands
- Ceiling fans
- Premium flooring

COMMUNITY AMENITIES

- Pet-friendly
- On-site maintenance
- Heated pool and sundeck
- 24-hour fitness center
- Indoor/outdoor community lounge
- Controlled access parking
- Roof deck

Find your perfect space.

We can't wait to help you find an apartment home that's a perfect fit for you!

<p>STUDIO 565 - 613 sf Starting at \$850</p> <p>ONE BEDROOM 676 - 828 sf Starting at \$955</p>	<p>TWO BEDROOMS 952 - 1,231 sf Starting at \$1,310</p> <p>LOFT (ONE BED) 677 - 709 sf Starting at \$1,095</p>
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For more details on our floor plans and amenities, give us a call at **402-800-1149**.



A thriving neighborhood to call home.

Once a sleepy area of North Omaha, Benson has transformed into a hub of creativity, culinary excellence, and diverse culture. Living at Benson Lights means you're only a few steps away from some of the city's best entertainment - from nightlife and craft beer to restaurants and local events.

What's next door?

Infusion Brewing Company	The Waiting Room
Benson Brewery	Found Vintage Market
Beercade	Ted & Wally's Ice Cream
Burrito Envy & Tequila Bar	Yoshitomo
Hardy Coffee	Virtuoso Pizzeria





BENSON LIGHTS

APARTMENTS

Join a luxurious, amenity-rich apartment community in an extraordinary neighborhood.

NINE ZERO PROPERTIES



LIGHTSAPARTMENTS.COM | 402-800-1149

f LIGHTSAPARTMENTS @ BENSONLIGHTSAPARTMENTS

3030 N 80TH ST., OMAHA, NE 68104

Nine Zero Properties 'Who We Are' Webpage

Website Link

This is a brief selection of content created while at City+Ventures on behalf of Nine Zero Properties, the brand who operates a residential and commercial real estate portfolio. I developed the mission and values of the brand while collaborating with internal stakeholders.

Headline:

We develop, own, and manage exceptional residential and commercial real estate properties.

At Nine Zero Properties, we believe that a property should complement the neighborhood in which it's built. Whether the space is commercial or residential, we take special care to ensure our properties pay homage to the individual charms of its communities.

Content Block A:

Work for a company that wants you to succeed.

Positive growth is one of our top priorities, and we're always on the lookout for talented people to join our team. We know it's easier to work for a company you believe in, and maintain clean, modern, unique spaces that residents and tenants are happy to call their own.

Content Block B:

Our properties are built with quality and community in mind.

Nine Zero's mission is to create unique spaces that fit the communities they're in. We own and operate all of our properties, adding an extra layer of support for our residents and tenants. From leasing to maintenance staff, we ensure that our employees are trained to provide exemplary service, no matter the situation.

Mission & Values:

You can trust that our values are honored, upheld, and implemented daily.

- **We strive for excellence.**
 - For us, quality is non-negotiable — the quality of our properties' materials, the way we talk to residents and tenants, and the way that we hold our team accountable.
- **We create positive community spaces.**
 - Our properties help individuals, families, and small businesses thrive. Improving the quality and adding to the unique feel of the areas around our buildings is essential to our success.
- **We do everything together.**
 - Nine Zero develops, manages, and maintains all of our own properties, allowing us to work collectively to maintain our high standards at each property.
- **We embrace change.**
 - Our goal is to encourage our people to find a better way via innovation, improvement, and seeking both personal and professional growth.
- **We are passionate everyday.**
 - We know how important it is to find the fun in what we do! By creating moments that matter to the people we serve, we can make a difference in the lives of our community partners.
- **We want YOU to be our biggest fan.**
 - By providing quality spaces for our residents and tenants, staff, and the communities we serve, we can create a positive place to live, work, and enjoy life!

MiniTrekMOCs August Newsletter

URL: <https://static-promote.weebly.com/share/2decba18-49d4-41cd-a5a1-51044bc60b9c>

Below is the August newsletter for the brand I own and operate, MiniTrekMOCs. It's a collection of over 50 LEGO ships from the Star Trek universe and as a part of the brand, I send out regular newsletters to hundreds of subscribers around the world.



HomeShopAboutContact

Collection Reaches **FIFTY** Ships!

We're back with new additions to the collection, and a refresh of a classic Trek vessel!

Taking cues from real-life naval and space vessels, and the history of Star Trek, the **Enterprise History** and **Founding the Federation** bundles add ships from the 18th to 22nd century! Keep reading to get some more info about each of the new ships.



New Ship Details

Do you remember watching *Enterprise* and *The Motion Picture*, seeing some beautiful artwork examining the history of ships called "Enterprise" from Earth's history, and the "history of the future" of space travel?

These additions to the MiniTrekMOCs collection represent both sides of that history: the legacy that paved the way for Gene Roddenberry to call the central ship of Star Trek, "Enterprise," and the canon created in "First Contact" that showcased humanity's ingenuity in the creation of warp drive, and the resulting extraterrestrial landing with our friends, the Vulcans.

Below is a breakdown of **six new vessels of the collection, available for purchase in bundles and individually with Pick-A-Ship!**



USS ENTERPRISE (1775)

178 Pieces · An 18th century topsail schooner, this Enterprise sailed in the Continental Army's armada. Brackets, tiles, and slopes come together, in a unique build experience, to create a completely smooth, yet detailed, hull.

USS ENTERPRISE CVN-65

140 Pieces · The first nuclear powered aircraft carrier was a challenge to capture at this scale. This meant part usage had to be especially creative, including using five-petal flowers for propellers and 1x1 "tooth plates" for fighter jets.





ENTERPRISE OV-101

82 Pieces · This space shuttle is a modified version of LEGO's official versions. Featuring an elongated hull, more detailed engines, and tiled wings - this orbiter is great addition to any Trek or NASA fan's collection.

ENTERPRISE XCV-330

243 Pieces · Based on Matt Jeffries' original Enterprise design, the "ring ship" is a unique vessel, even for Trek. With a detailed bridge module and rings made with clips & handles, the silhouette of the ship is unmistakable.



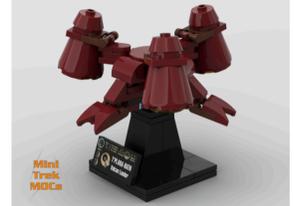
THE PHOENIX

85 Pieces · One of the most famous ships in Trek, Zefram Cochrane's dream is realized again, this time with plastic bricks! For the first time in MiniTrekMOCs history, printed pieces are used for cockpit and engine details.



T'PLANA-HATH

83 Pieces · The Vulcan ship responsible for First Contact was one of the most difficult designs to re-create. Dark red tiles, slopes, and plates are stacked in interesting ways to accomplish the smooth, and triangular shaping.



Enterprise History Bundle - 4 Ships

Founding the Federation Bundle - 2 Ships

Enterprise-E 2.0



The E is one of my favorite Trek ships, but it's a model from the original 14 MiniTrekMOCs ships that I've never been happy with. The Enterprise-E now features a much more accurate and curvy engineering section, with some fun building techniques to drop the width of the model from 4 to 3 to 2 to 1 studs-wide. The entire ship has been re-designed from the ground up, and I'm so excited about the updated color-way, and building experience!

Featured Items



Complete Collection Bundle (50 Ships) \$69.79



Enterprise History Bundle (4 Ships) \$10.79



MiniTrekMOCs Pick-A-Ship \$0.01

ICYMI

Did you know the **USS Farragut from Strange New Worlds** has been available for purchase for a few weeks? Be sure to check out the [MiniTrekMOCs Instagram page](#) for updates!



@MiniTrekMOCs

4 Underrated “Discovery” Episodes

The oft-chided *Star Trek: Discovery* has a lot to offer *Star Trek* fans, if they let it.

Star Trek: Discovery is the show that launched the plethora of content and new shows now streaming on Paramount+. But, the initial reaction to *Discovery* was mixed during its first season. While it was the *Star Trek* franchise’s first foray into modern prestige television, it was also met with extensive backlash from longtime fans who were questioning the new look of the Klingons, constant emotionally-charged stakes, and revisiting of the Mirror Universe.

However, *Discovery* is still *Star Trek*, and has added dozens of interesting stories to the franchise’s already immense cannon. There are already some fan-favorite episodes of this series, particularly featuring the new cast of *Star Trek: Strange New Worlds*, but there are also some that are routinely overlooked.

1 / 4 - “Magic to Make the Sanest Man Go Mad” (Season 1)

In *Discovery*’s season-long arc structure, there leaves little room for episodic adventures. “Magic” is just that - from the crew’s attempts at light-hearted partying, to the time-loop shenanigans used as a clever plot device, this episode is a welcome reprieve from the emotional weight most *Discovery* episodes carry.

In addition, we also meet Harry Mudd for the second time in this series. He’s hellbent on exacting his revenge on Captain Lorca for leaving him to rot in a Klingon holding cell. He uses a time travel helmet shaped like a rabbit mascot-turned-robot, and destroys the *Discovery* repeatedly (which may just be the fantasy escapism some *Trek* fans were longing for) in an attempt to determine the secret of *Discovery*’s spore drive.

In the background of this exciting “A Story,” we also get some emotional resonance missing in some Berman-era *Trek* episodes. Stamets’ evolution into a more three-dimensional character, the setup of the Burnham/Tyler romance that evolves over the first two seasons of *Discovery*, and Lorca’s continued decision making not rooted in Starfleet ideals are all on display.

2 / 4 - “Vaulting Ambition” (Season 1)

Trek fans knew something was off with Captain Lorca. He seemed overly aggressive, peddled fortune cookie wisdom, and was obsessed with Burnham. This was the episode that all of those inconsistencies with what kind of person we know is deserving to be a captain of a Federation starship finally made some sense.

The Gabriel Lorca that we had come to know was actually from the Mirror Universe, and had hopped universes to capture Empress Georgiou’s ship, the ISS Charon. We get to reap the benefits of season-long arcs - the payoff to big moments feels earned with hours spent sewing the seeds of our protagonist’s challenges.

Actor Jason Isaacs is excellent in maintaining the fragility of his dual role - continuing to lie to the crew of *Discovery*, while building the resources necessary to attempt his coup. When his house of cards crumbles, *Discovery* gets a new big bad for the latter half of the season.

3 / 4 - "New Eden" (Season 2)

The introduction of Captain Christopher Pike at the beginning of season two was no doubt a welcome one, and a soft reboot of *Discovery*. Anson Mount's genuine charisma was infectious in the opening episodes of the season, but it wasn't until he was faced with a classic *Trek* dilemma that we were able to see the first indicators that this iteration of Pike may be one of the best captains in *Trek* history.

While investigating a new signal of the Red Angel, the crew of *Discovery* encounter a pre-warp civilization. If your Prime Directive ears are burning - you know the inevitable dilemma faced by this crew. Directed by *Trek* veteran Jonathan Frakes, "New Eden" takes us on location to a society magically transported away from Earth in the early 21st century. These people, deep in the Beta Quadrant, have rejected the technological and societal advancements of "First Earth," in favor of a simpler lifestyle.

During a heated argument with a questioning local, Jacob, Pike is injured while saving the away team from an overloading phaser. Pike makes the decision to reveal his true nature to Jacob in exchange for the only piece of evidence as to why the people of "Terralysium" were brought to their new home. In an emotional moment, Jacob utilizes his Pike-provided power cell to bathe his basement laboratory in light. This episode is great on its own merits, with B and C Stories featuring a VFX-heavy sequence where the *Discovery* must divert debris about to impact the planet, and Tilly's trauma in dealing with hallucinations of a childhood friend.

4 / 4 - "All is Possible" (Season 4)

Seasons three and four of *Discovery* take place in the 32nd century, far removed from the canonical contortions required of the first two seasons. Many episodes packed in three to five interwoven storylines, which made for a complex viewing experience. While "All Is Possible" is no different in this regard, it does get back to come classic *Trek* tropes by primarily focusing on two plot lines - a group of less experienced officers in an impossible situation, and a bunch of people talking in a room about big ideas.

The first part of our story sees Tilly taking a team of cadets on an away mission. *Trek* does its thing, and the team crash-lands on a hostile moon. They're forced to evacuate their shuttle, find a place to contact help, and avoid some mean pyrosome lifeforms. It's an action-adventure that takes advantage of the VFX abilities of this era of *Trek*, all while giving Tilly some much-needed guidance as to her future in Starfleet.

The second part of the episode focuses on Burnham and Saru's efforts to unite the fractured Federation and Ni'Var people (the now unified Vulcan and Romulan cultures following Romulus' destruction, as seen in *Star Trek*, the 2009 film). In some excellent character- and dialogue-packed scenes, we learn more about the current state of 32nd century affairs. It's also a great chance for Sonequa Martin-Green to flex her acting muscle in action-free scenes, relying on her gravitas and grace to carry essential conversations to solving our season-long puzzle.

Riker and Data: One of *Trek's* Best Friendships

The Data and Riker pairing is at the heart of what elevates *The Next Generation*.

Riker first meets Data on the holodeck of the *Enterprise-D*, during the premier episode of *The Next Generation*, "Encounter at Farpoint." While Data explores a digitally-constructed forest, he attempts to whistle "Pop Goes the Weasel." When Riker finishes the melody, he dubs Data "Pinocchio," in reference to Data's desire to become human.

Commander Riker was initially skeptical of Data, thinking his placement aboard the *Enterprise* was merely a gimmick. But after the crew's first missions together, Data proved himself as a contemporary to the senior staff.

To Be Human

William T. Riker showcases several interests during the course of *The Next Generation*. He's an accomplished jazz musician (apart from the occasional 'Night Bird' performance), and an avid poker player. Performing music and playing a card game based on bluffing and chance are some of the most quintessential human experiences.

Over the course of the series and films, we see Data adopting some of these hobbies as a way of better understanding the personal lives of his humanoid crew members. Data becomes a frequent participant in senior staff poker games, keeping up with the well-known card shark, Riker, on a number of occasions.

In one of the most poignant moments of *Star Trek: Nemesis*, we see Data perform "Blue Skies" (much to Worf's chagrin) during Riker and Deanna Troi's wedding. It's clear that this is the perfect gift to the newlyweds, and the jazz rendition of a classic tune is yet another piece of connective tissue between these two characters.

An Android's Rights

Star Trek has never shied away from exploring the rights of galactic minority groups, and the second season episode "The Measure of a Man" is one of the franchise's best examples.

The episode's inciting incident occurs when Data is to be transferred off the *Enterprise* to be experimented on by Dr. Bruce Maddox because Data is not just a machine of great interest, but the property of Starfleet.

Data questions the legitimacy of Maddox' research and methodology, refuses the transfer, and formally resigns from Starfleet. When Maddox hears of this, he implies that Data doesn't have a choice - because Starfleet owns Data. Captain Picard vehemently objects to the claim, and challenges the ruling as a matter of law that "Data is a toaster." But, here's the catch - Picard can represent Data, but the next-most senior officer on the defendant's vessel must advocate for the prosecution (Maddox), which would be Riker.

This puts Riker in a precarious position - if he doesn't represent Maddox to the best of his ability, JAG officer Captain Phillipa Louvois will uphold the transfer. But if he does, it means attempting to convince Louvois that Data is property, alienating, and possibly destroying, his friend.

In what's one of *Trek's* most difficult scenes to watch, Riker questions Data on the stand. In researching the android, Riker discovers Data's physical "off switch," choosing to show Louvois that like all machines - Data can simply be turned off. His closing words sting the most - "Pinocchio is broken; its strings have been cut."

Picard inevitably proves that how Starfleet treats Data will have repercussions throughout the Federation, and could create a race of slaves. Data is found to be capable of making his own decision to participate in Maddox' experiments, and succinctly declines. Riker is despondent over how close he came to ending his friend's life. Data logically reminds Riker that had he not represented Maddox, Data's choice would've been made for him.

This closing scene is acted to perfection by Brent Spiner (Data) and Jonathan Frakes (Riker), oozing with gravitas and mutual respect. Data recognizes the emotional impact the ordeal had on Riker, pledging to learn more from his commanding officer and friend. This act of understanding and forgiveness represents the best of humanity, and serves as an inflection point for Data.

The Odd Couple

There is a fascinating juxtaposition between the charming and boisterous personality of Riker, and Data's inquisitive and child-like demeanor. They find common ground in their interests, both trying to live their lives as fully realized as possible. In many ways, Riker represents a larger than life, concentrated version of humanity, something Data aspires to be.

Friendship is a the heart of *Star Trek*, and the idea that vastly different people can find common ground is too. The big three (no, not you, *This Is Us*) - Kirk, Spock, and McCoy - exemplify the Freudian Trio - ego, superego, and id, respectfully. Picard, Data, and Riker also fit those roles, with Picard's ego balancing out the superego of Data and Riker's id. It's this emotional foundation that make them a great pairing, either in Ten Forward or on Theta III.

To Absent Friends

While just a brief scene in *Nemesis*, the grief of losing Data on the eve of taking command of the *Titan* overwhelms Riker. Data, having sacrificed himself to save his friends ended up proving once and for all, that he's as human as the rest of us.

Star Trek: Picard's scenes with Data, decades after his physical form's death at the hands of Shinzon's *Scimitar*, grapple with the permanence of Data's humanity, and his desire to stop playing "the game," yet another poker connection. Familiar notes of 'Blue Skies' echo through the 19th century den that Data has created, before finally laying to rest.

It's unclear how Data's death affected Riker in the decades since *Nemesis*, or if he's been made aware of Picard's final "meeting" with Data. We can only hope that season three of *Picard* allows the rest of the senior staff of Picard's *Enterprises* (D, E, and maybe F?) a chance to mourn their friend.

To steal a quote Admiral Kirk, who was referencing the late Spock, "of all the souls I have encountered in my travels, his was the most...human." I have no doubt that Riker, the most vivacious of us, and of one of Data's best friends, would eagerly agree.

How Do Phasers Work?

Let's tackle why *Star Wars* goes "pew pew," and *Star Trek* sounds more like a terrifying whistle.

We first heard the iconic sound of the phaser in *The Original Series*' first pilot, "The Cage." Except it wasn't a phaser in this first iteration, but a laser pistol. Still, this initial appearance laid the ground work for what we expect from *Star Trek* weaponry - a solid beam of light emanating from a pistol-shaped weapon, capable of varying output intensities.

While its gone through many iterations and interpretations, the phaser remains a quintessentially sci-fi idea. The laser pistol from 'The Cage' shares many design characteristics with the 'blaster pistol' featured in the pivotal 1956 film "Forbidden Planet," directed by future *Trek*-alum Robert Wise.

The phaser is standard equipment for Starfleet personnel, present in nearly every major conflict in the *Trek* franchise. But how does *Star Trek* imagine this device working? For our purposes, we'll be doing a deep dive on the phaser, not laser, of which there is much more technical data and examples available.

Development

The technology of the phaser was invented during the 23rd century, seen in 2233 aboard the *Kelvin* during the events of Nero's time travel incursion. Hand-held phasers of varying size, rifles, and ship-mounted phasers were all in wide use by the time of *The Original Series*.

Phasers fire nadiion particle beams. A nadiion is "a unique particle capable of liberating atomic nuclei, disrupting nuclear forces," according to the *Star Trek: The Next Generation Technical Manual*. Rapidly moving nadiion particles are stabilized via a superconducting crystal, and are powered via rechargeable sarium krellide cells. This power cell can be set to discharge all of its nadiion particles at once, resulting in a phaser overload.

The focusing of the nadiion particle resulted in a weapon with a variety of effects, varying the strength and scope of the beam produced. It's an incredibly versatile tool for Starfleet officers, allowing for many non-harmful uses including heating rocks and stones for warmth, drilling, cleaning equipment, and even removing graffiti.

This flexibility also meant that phasers were capable of varying weapon settings, ranging from 2-16 individual configurations. The most common uses were for defensive stunning, killing, and even disintegration. Phasers from the *Kelvin Timeline* feature a rotating barrel changing between stun (blue emitter tip) and kill (red emitter tip), but most *Trek* phasers have a control panel on the top of the device that allows users to cycle between their numerous settings.

As phaser intensity increases, the pitch of the "whistle" also increases. There are many occasions in which officers could distinguish between lower and higher power settings based on the unique sound of a phaser. While the color of phaser beams changed from the 23rd to 24th centuries, the beam itself also changed. As *Star Trek* aged, the phaser beam evolved into pulses, more akin to *Star Wars* blasters. This is evident in both hand-held and ship-mounted phasers in the *Kelvin Timeline* films, as well as *Discovery*-era *Trek*.

Hand-Held Phasers

The most common phasers throughout *Star Trek* are hand-held. Type 1 phasers are small and concealable, and in the case of the phaser from *The Original Series*, built-in to the Type 2 phaser, a larger weapon in the shape of a traditional pistol. Type 3 phasers are rifles. In order to distinguish between models of phaser, they've been given affectionate nicknames like

“boomerang” (*Deep Space Nine & Voyager*), “dolphin” (*Star Trek: Nemesis*), and “Great White Shark” (*Discovery*) to reflect their unique shaping.

Starfleet officers are expected to carry phasers in accordance with regulations, and maintain their proficiency in the use of the weapon, usually in recreational games like *Velocity* or on a phaser range.

Ship-Mounted Phasers

Starship phasers have typically fired steady beams, and beginning in the late 23rd century, began to draw power directly from a ship’s warp core for increased power. As the technology evolved, Starfleet ships were seen with rapid-firing phaser strips and phaser cannons.

Phaser banks or arrays, as they were referred to on vessels, typically featured at least one emitter, only sharing targeting and power systems.

Modifications

Phasers feature an adjustable resonance frequency that can be altered to better penetrate a ship’s shields or in the case of the Borg, prevent drones from adapting to phaser fire and implementing a protective shielding. This adjustment would result in a color change of the phaser beam.

Ship-mounted phasers were also capable of firing energy beams for a variety of uses including modulating phaser pulses, antimatter spreads, and power transfers.

Disruptors vs. Phasers

Disruptors are commonly used in the arsenals of non-Federation species, including the Klingons, Romulans, Borg, and Dominion. While these weapons are also discharged in the form of a particle beam, they are designed to violently disrupt molecular cohesion in their targets. This means that disruptors are much less versatile than phasers, but equally as dangerous.

Starfleet has found that disruptors leave behind some residual effect in the vicinity of a discharged weapon, like anti-protons in the case of the Romulans, or anti-coagulants in the case of the Dominion.

Future of Phasers

Phasers in *Star Trek: Picard*, taking place in the early 25th century, have regressed into a more pistol-like shape, firing bolts of energy, as opposed to steady beams.

As featured in *Discovery*, phasers in the 32nd century are generated from programmable matter - a substance that can redistribute itself into pre-programmed shapes. Phasers are worn as small attachments on the arm of duty uniforms, available at a moment’s notice based on the reflexes of the officer.

While phasers have evolved and devolved across series, timelines, and universes - a few things remain constant. They are one of the three primary tools of any Starfleet officer, along with a communicator and tricorder, and each iteration of *Trek* gets to put its own spin on an almost 60-year-old tool.

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