

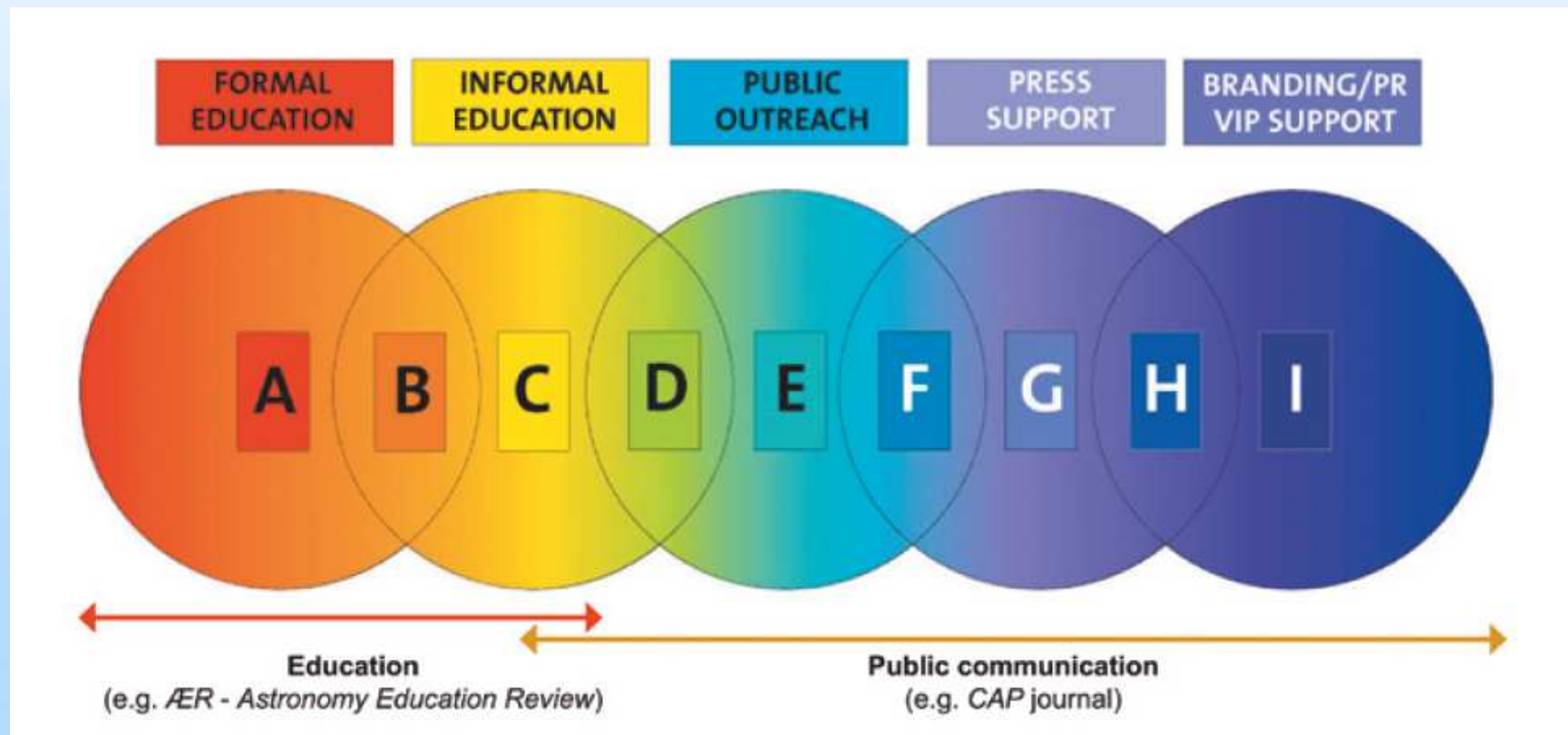
Communicating the benefits of space



Round Table at Cité de l'Espace
Toulouse, 14 April 2014

Peter Habison
ESO Science Outreach Network, Austria

The Communication Space



Examples in the Comm-Space



A: Textbooks, teacher training, courses, curricula

Formal Education

B: Educational programmes at planetaria, museums, etc.

C: Museum exhibits, observing trips, star parties

Informal Education

D: Planetariums shows, IMAX movies, public talks

E: TV/radio documentaries, WebPages, CD-ROMs

Public Outreach

F: Photo releases, popular brochures and books

G: Press releases, press conferences, media interviews

Press Support

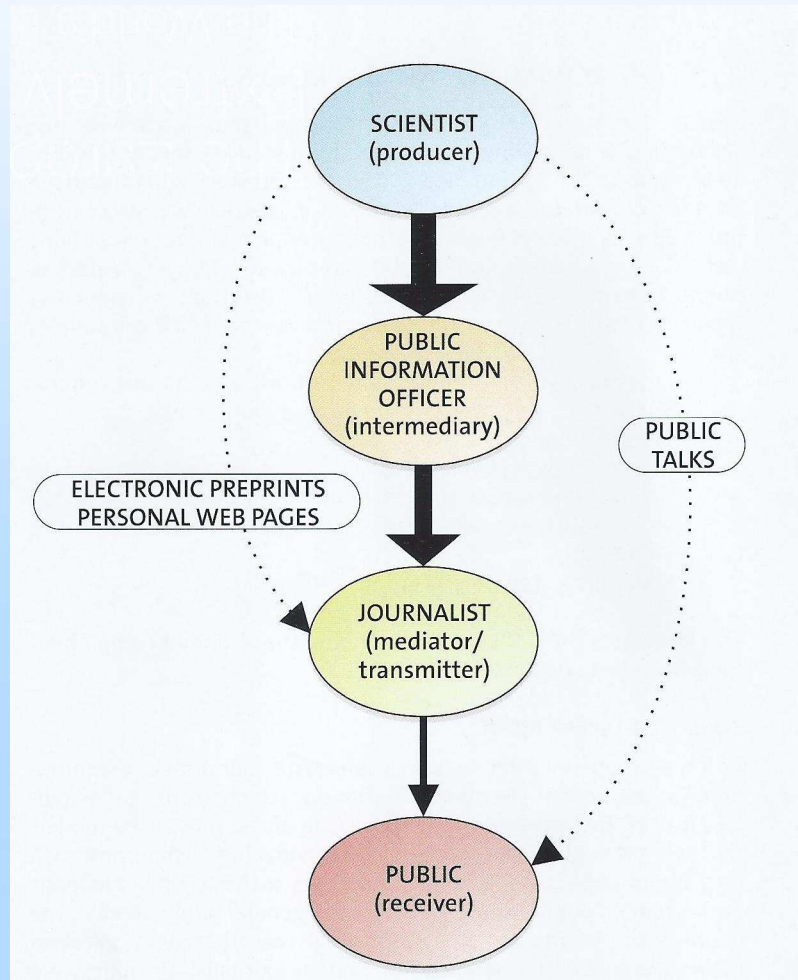
H: Exhibition booths, newsletters, annual reports, posters

I: Merchandising: T-shirts, mugs, stickers, pens, etc.

Branding/PR



The Science Communication Process



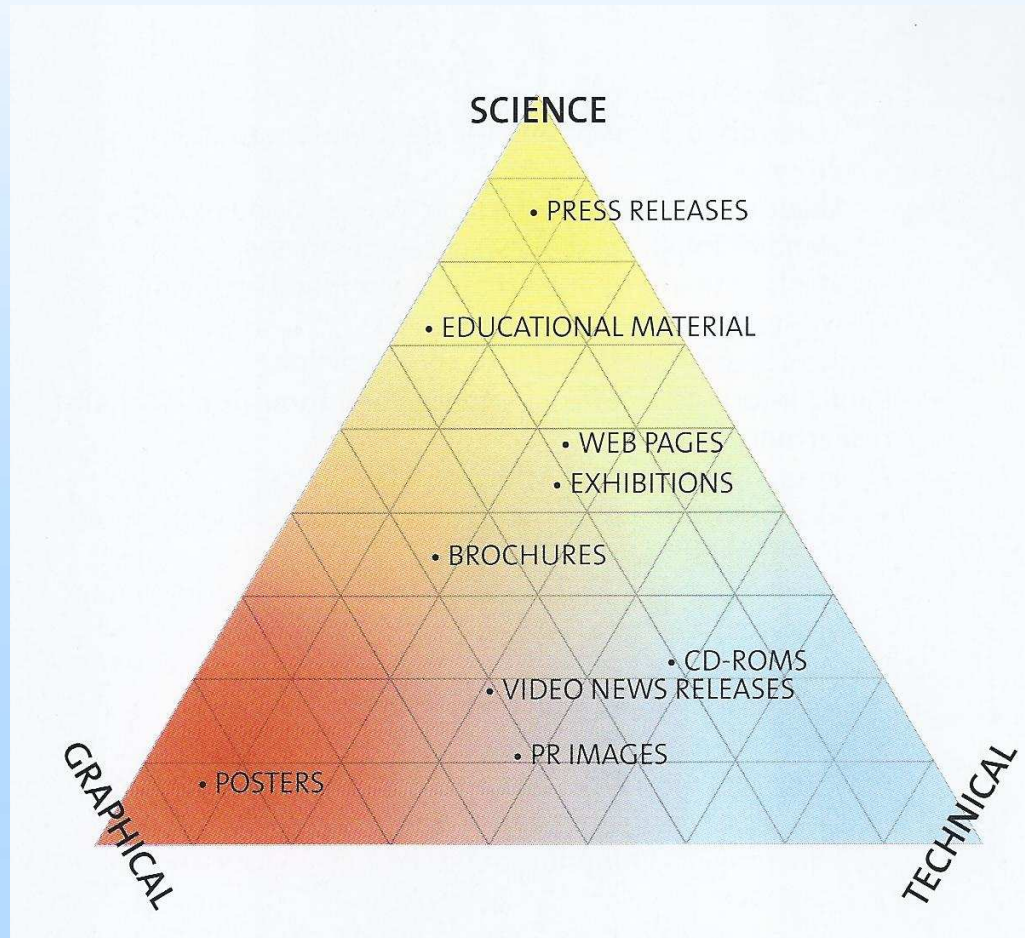
The simple linear model for the science communication process - 3 major steps:

- From Scientist to PIO
- From PIO to Journalist
- From Journalist to the Public



*Credits: Lars Lindberg Christensen;
The Hands on Guide for Science Communicators, Springer 2007*

The Skills Triangle



Three major skills for every communication product:

- Scientific skills
- Graphical skills
- Technical skills

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The Hands on Guide for Science Communicators, Springer 2007*

ESO Science Outreach Network



ESO

European Organisation
for Astronomical
Research in the
Southern Hemisphere



Spring Meeting at ESO HQ in Garching 2014

ESON Mission:

“Act as ESO’s media and outreach representative in the member states and potential member states with the general aim of promoting ESO’s mission and demonstrating the many inspirational aspects of space and astronomy”.

ESON Tasks and Target Groups



Tasks

A: Translations and development of school materials

Formal Education

B: Educational programmes at planetaria

Informal Education

C: Observing trips, Museum exhibits

D: Outreach activities, lectures and public talks

Public Outreach

E: Organisation of media visits

G: Local point of contact for press releases

Press Support

H: Local point of contact for media and journalists

Branding/PR

I: Merchandising activities

Target Groups

Journalists and decision makers

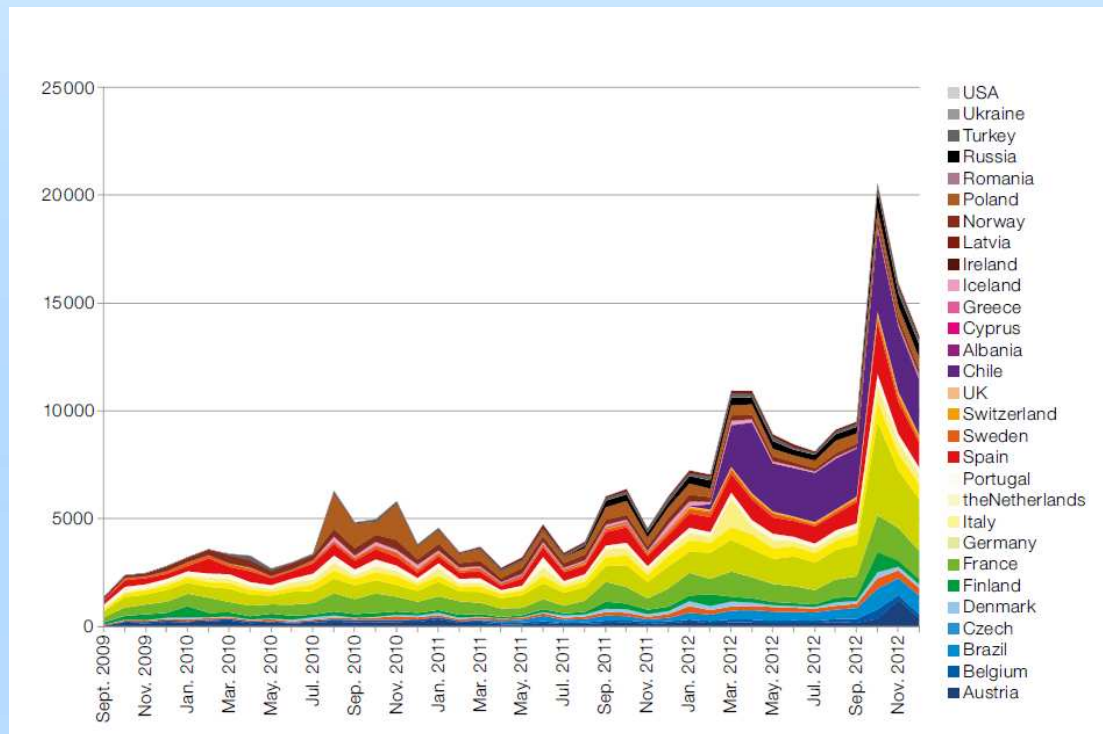
Schools and teachers

The general public

ESO media visit for Austria 2012



- 8 selected journalists from Austria/Germany
- 30 media activities
 - 1 TV documentation, 4 radio features, 32 articles in newspapers and magazines
 - around 2 million “media contacts”





Communicating SPACE in Europe

Space Science Communications Group (compare ESO Network)

Development of a strategic and coordinated space communication approach in Europe and its individual countries

Professionally organised

Initiated by a major space partner in Europe (e.g. ESA or EU)

Some possible tasks

A: Communicate Space with the Public (Communication Space)

B: Act as a local point of contact for media and journalists

C: Talk to decision makers and stay in contact with them

D: Work on targeted communication channels

E: Hub for space communication activities in the individual countries

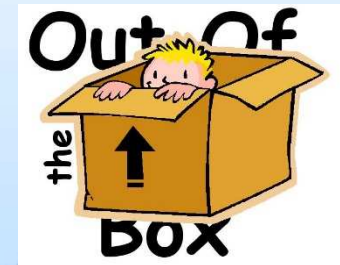
SPACE - it's all about us!



“Stop – Look – Go”, it is all about you and me!



Talk to the guys that seem to be not interested at all



Think outside the box!

Find interdisciplinary ways of communicating



Learn more from “oral history” and let pioneers talk!