

# Communicating Astronomy Beyond IYA2009



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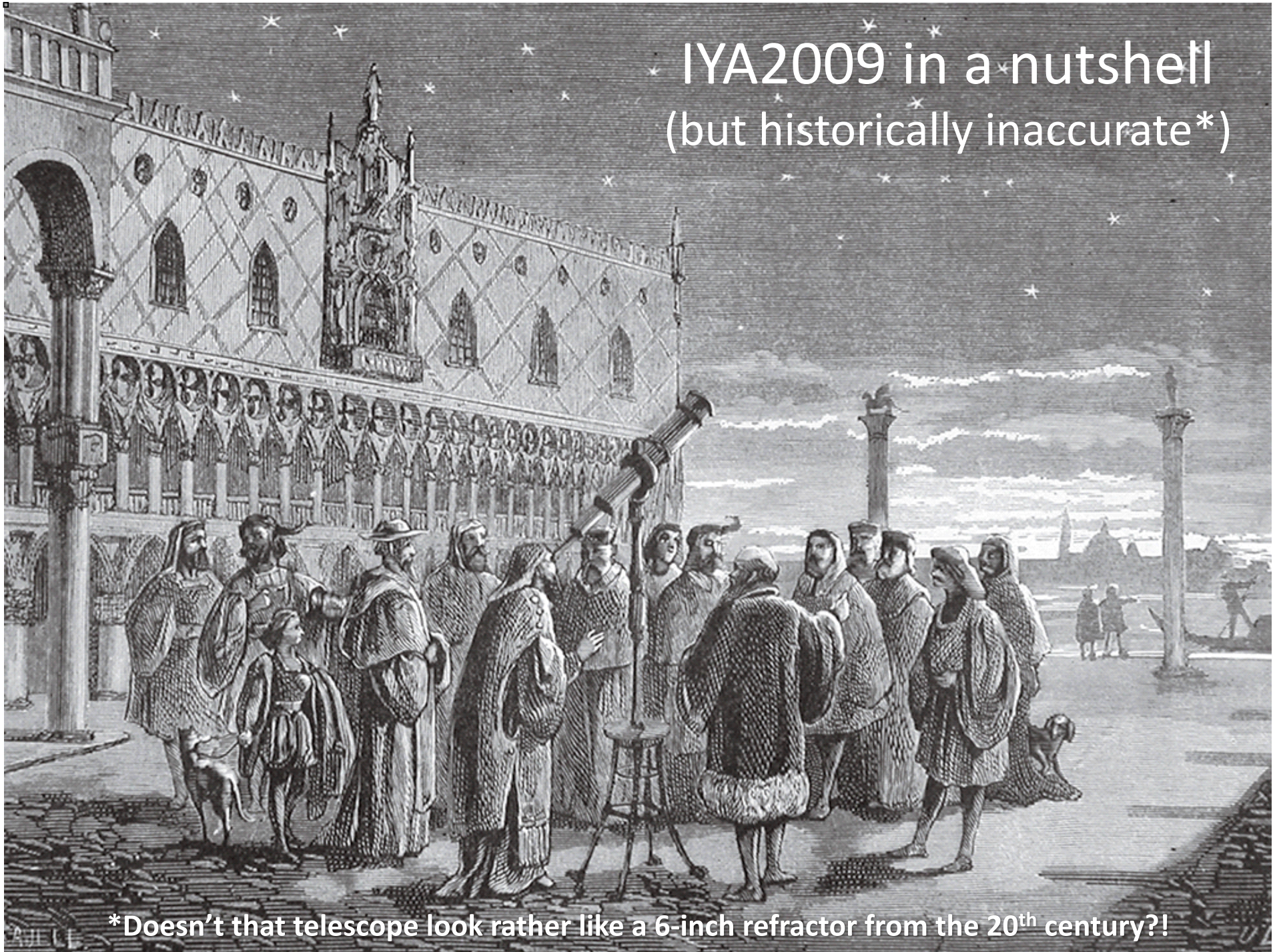


**Future Professional Communication in Astronomy II**

13-14 April 2010



# IYA2009 in a nutshell (but historically inaccurate\*)



\*Doesn't that telescope look rather like a 6-inch refractor from the 20<sup>th</sup> century?!



# IYA2009 star party at the White House





# INTERNATIONAL YEAR OF ASTRONOMY 2009



National Nodes:	148
Organizational Nodes:	40
Organizational Associates:	33
National Websites:	111
Cornerstone Projects:	12
Special Task Groups:	11
Special Projects:	16
Official Products:	8
Media Partners:	22

Communicating Astronomy, Tenerife, 2002

Communicating Astronomy to the Public, Washington, 2003  
*(development of the Washington Charter)*

Communicating Astronomy with the Public, Garching, 2005  
*(formation of IAU CAP Working Group; became C55 in 2006)*

CAP 2007, Athens: Preparing for IYA2009  
*(also AAS, ASP, and many other national meetings)*

CAP 2010, Cape Town: Looking beyond IYA2009

# Who Participates in CAP Meetings?

PRODUCERS of astronomical information, i.e., mainly research scientists.

PUBLIC INFORMATION OFFICERS connected with observatories, space missions, universities, etc.

MEDIATORS, e.g., science reporters and writers from print and broadcast media; staff members from museums, planetariums, and national parks; operators of commercial and nonprofit websites focused on astronomy; and educators at all grade levels.



# CAP 2010 Participants



Photo by Sze-Leung Cheung

Representatives from 6 continents & 45 countries





Photo by Rick Fienberg



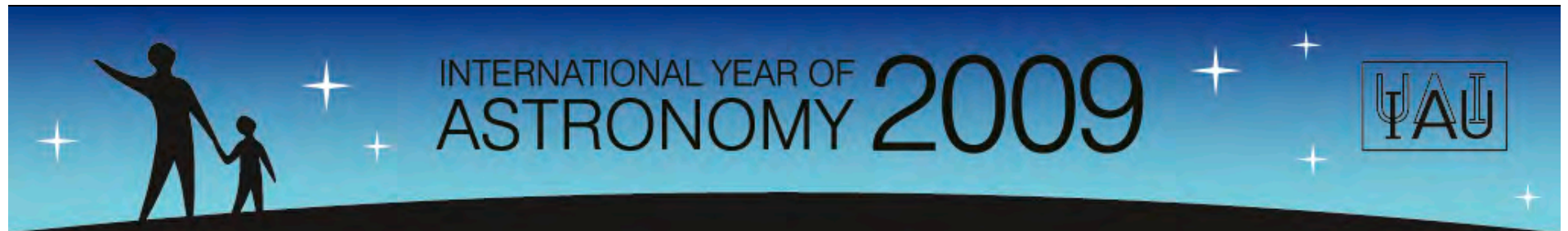


Photos by Rick Fienberg



Photo by Rick Fienberg





## People Reached (A Few Examples)

100 Hours of Astronomy/Galilean Nights:	3M
Viewers of <i>400 Years of the Telescope</i> :	10M
Unique Visitors to <a href="http://astronomy2009.org">astronomy2009.org</a> :	1.3M
Stargazers in Japan (1 year):	7M
Solar Eclipse in China (TV, Web 2.0):	45M
Observers with Galileoscopes:	1.8M



100 Hours of Astronomy, China, April 4, 2009



# Lessons from CAP2010

- Worldwide hunger for astronomy information...
- ...especially in underdeveloped & developing countries
- Universal appeal of stargazing and value of dark skies
- Importance of amateur astronomers as communicators
- Money sure helps, but it isn't always necessary
- Every medium can be effective, but real communication is two-way, so new media (e.g., Web 2.0) and in-person engagement with astronomy communicators works best

# Beyond IYA2009 & CAP2010

- Continue as many IYA2009 programs as possible (e.g., Global Astronomy Month)
- Renew/expand the global effort to promote the Washington Charter
- Establish a C55 Working Group on Pro-Am Collaboration (for astronomy communication, not scientific research)
- Conduct more communications training, especially for scientists (both established and early-career)



# The Washington Charter for Communicating Astronomy with the Public

As our world grows ever more complex and the pace of scientific discovery and technological change quickens, the global community of professional astronomers needs to communicate more effectively with the public. Astronomy enriches our culture, nourishes a scientific outlook in society, and addresses important questions about humanity's place in the universe. It contributes to areas of immediate practicality, including industry, medicine, and security, and it introduces young people to quantitative reasoning and attracts them to scientific and technical careers. Sharing what we learn about the universe is an investment in our fellow citizens, our institutions, and our future. **Individuals and organizations that conduct astronomical research — especially those receiving public funding for this research — have a responsibility to communicate their results and efforts with the public for the benefit of all.**

# Washington Charter Recommendations

## *For Funding Agencies:*

- Encourage and support public outreach and communication in projects and grant programs
- Develop infrastructure and linkages to assist with the organization and dissemination of outreach results
- Emphasize the importance of such efforts to project and research managers
- Recognize public outreach and communication plans and efforts through proposal selection criteria and decisions and annual performance awards
- Encourage international collaboration on public outreach and communication activities

# Washington Charter Recommendations

## *For Professional Astronomical Societies:*

- Endorse standards for public outreach and communication
- Assemble best practices, formats, and tools to aid effective public outreach and communication
- Promote professional respect and recognition of public outreach and communication
- Make public outreach and communication a visible and integral part of the activities and operations of the respective societies
- Encourage greater linkages with successful ongoing efforts of amateur astronomy groups and others



# Washington Charter Recommendations

*For Universities, Laboratories, Research Organizations, etc.:*

- Acknowledge the importance of public outreach and communication
- Recognize public outreach and communication efforts when making decisions on hiring, tenure, compensation, and awards
- Provide institutional support to enable and assist with public outreach and communication efforts
- Make available formal public outreach and communication training for researchers
- Offer communication training in academic courses of study for the next generation of researchers

# Washington Charter Recommendations

## *For Individual Researchers:*

- Support efforts to communicate the results and benefits of astronomical research to the public
- Convey the importance of public outreach and communication to team members
- Instill this sense of responsibility in the next generation of researchers

[http://www.communicatingastronomy.org/washington\\_charter/index.html](http://www.communicatingastronomy.org/washington_charter/index.html)

# Washington Charter Endorsers

0 Funding Agencies

20 Professional Societies (incl. AAS, RAS, CAS, ASJ, AAO)

11 Universities, Laboratories, Research Organizations, and Other Institutions

*That's with almost no promotion during the last 5 years. Renewed, focused effort should generate many more endorsements in the coming months and years.*



# C55 WG on Pro-Am Collaboration

Currently developing a proposal:

- Dennis Crabtree (Gemini)
- Doris Daou (NASA LSI)
- Rick Fienberg (AAS)
- Pamela Gay (SIUE)
- Chris Lintott (Oxford)

Expect to involve ASP/JPL Night Sky Network and many others.



[www.capjournal.org](http://www.capjournal.org)

# Science Communication I

## *Modules*



Who Are You Communicating With And Why

Writing for the Media

Talking to the Media

Science on the Web

How the Media Cover Science

Science in Culture

Courtesy Marta Entradas



# Science Communication II

## *Modules*



Communicating to Policy Makers

Communicating Risk

Science in Dialogue

Social Science for Science Communication

Courtesy Marta Entradas

# Communicating Astronomy with the Public 2010

An IAU Commission 55 conference

Cape Town, South Africa, 15 –19 March 2010



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[Home](#) [History](#) [Organization](#) [Supporters](#) [Working Groups](#) [Meetings](#) [Job Bank](#) [IYA 2009](#) [Training](#) [Calendar](#) [Links](#)

## CAP 2010

- [Purpose and goals](#)
- [Important dates](#)
- [Programme](#)
- [Extra meetings](#)
- [Registration form](#)
- [Fees](#)
- [Participants](#)
- [Support](#)
- [Conference Venue](#)
- [Practical information](#)
- [Accommodation](#)
- [History](#)
- [Social events](#)
- [SALT Tours](#)
- [SOC](#)
- [LOC](#)
- [Astronomy 101 courses](#)
- [First Announcement](#)
- [Second Announcement](#)
- [Third Announcement](#)
- [Mailing list](#)
- [Links](#)

## Programme - version 5.0

Updated on 19 March 2010

Please also check the [Extra meetings](#) page and the [Social events](#) page.

### Monday, March 15th

Time	Speaker	Title
900	Phil Charles	Welcome and Intro
915	Ian Robson	Welcome and C55 progress and plans ( <a href="#">ppt 471KB</a> )
945	Pedro Russo	Before, Behind and Beyond the IYA2009 ( <a href="#">ppt 39MB</a> )
1005	Nicola Loaring	SAAO and IYA2009, lessons and legacy ( <a href="#">ppt 17MB</a> )
1025	coffee	
1100	Sylvia Torres-Peimbert	IYA 2009 IN MEXICO ( <a href="#">ppt 55MB</a> )
1120	Augusto Damineli	IYA2009 in Brazil - past and future ( <a href="#">ppt 8MB</a> )
1140	Kaz Sekiguchi	Evaluations and future plans of IYA2009 activities in Japan ( <a href="#">ppt 7 MB</a> )
1200	Montse Villar Martin	IYA2009 in Spain ( <a href="#">ppt 4MB</a> )
1230	discussion	

<http://www.communicatingastronomy.org/cap2010/programme.html>