



*EARLY RELEASE
OBSERVATIONS*

SMOV4 PLAN

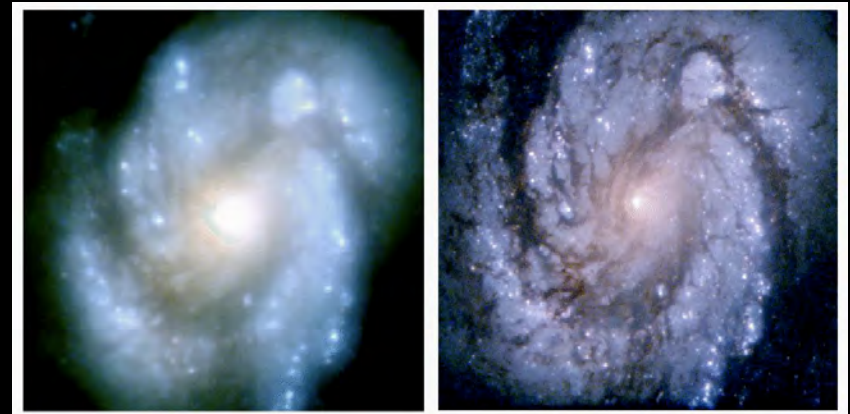
Keith Noll

STUC

October 18, 2007

ERO: Who's Involved

- Instrument-specific teams: WFC3 SOC, COS IDT, ACS, STIS, NICMOS Instrument Science Teams + community consultation
- GSFC: Leckrone, Niedner
- HQ: Stern, Morse, Mather, Hayes
- STScI: Noll, Reid, Sembach, Biagetti, Mountain
- OPO: Livio, Villard, Gundy, Estacion, Levay, Frattare, +



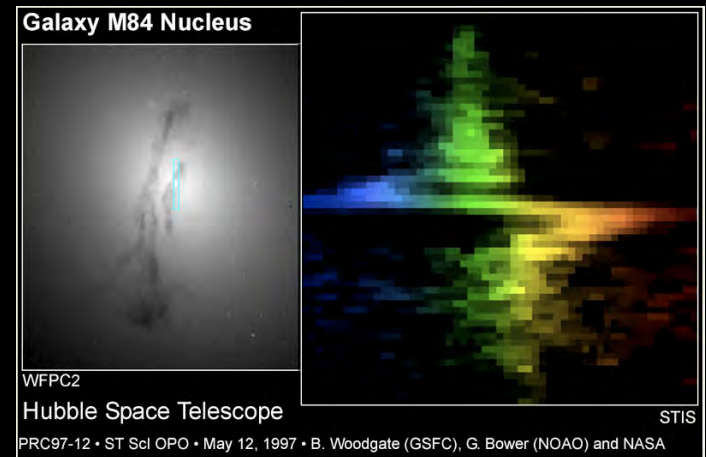
WFPC2 ERO from SM1.

ERO: Philosophy

- Images and other outreach products designed to produce maximum positive news for Hubble project.
- Communicate excitement of astronomical enterprise to the public.
- Inform scientific community of capabilities of new and revived instrumentation.

Demonstrate most capable, instrument-laden Hubble ever.

Stay on the forefront in outreach as well as science with creative approach to new media.



STIS ERO from SM2.

ERO: Process

Phase 1: Brainstorming

- Instrument teams have developed multiple candidates
- farthest along for WFC3 and COS, all teams active
- consider unconventional media outlets: YouTube, iPhone, etc.
- look for opportunities to leverage previous work, multiple instruments

Phase 2: Winnowing

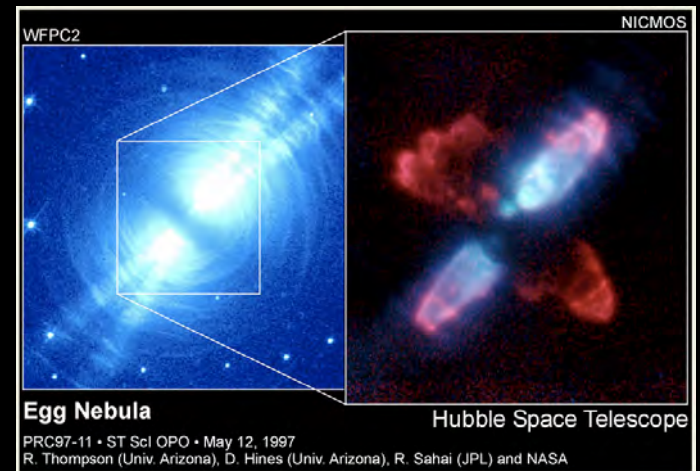
- downselect to ~2-4 targets per observing mode
- use explicit criteria for downselect
- rank recommendations

Phase 3: HQ Briefing and Selection

- proposal package presented to HQ
- HQ directly involved in selection

Phase 4: Implementation

- generate final phase 2s
- integrate final program into SMOV schedule
- contingency plan



NICMOS ERO from SM2.

ERO: Selection Criteria

- ☞ Spectacular images - goal is front page, above the fold.
- ☞ Unique capabilities - highlight unique features of each instrument, demonstrate inherent complementarity,
- ☞ Suitable for a broad audience from general public to scientific community

IMAX compatible - IMAX digital resolution requires 5616x4096 pixels --> single frames OK, mosaics enable pan and zoom
Practical - must be schedulable and allow for adequate processing time



ERO: Schedule

- Presentation to HQ: ~ February 2008 (TBD)
- Execution on Spacecraft (all dates approximate, assume early Aug launch):
 - Instrument dependent
 - ~mid September~early October
- ERO Press release: ~ mid-late October 2008 (TBD)
 - Avoid US presidential election news cycle!
- AAS
 - Long Beach, CA 7-10 January 2009
 - Pasadena, CA 7-11 June 2009
- IAU General Assembly
 - Rio de Janeiro, Brazil 3-14 August 2009
 - International Year of Astronomy 2009



ACS ERO from SM3A.

ERO: GTO & Early Release Science

- ☞ GTO and Early Release Science programs provide additional outreach opportunities
 - ☞ Pre and post launch media
 - ☞ Scientific meeting presentations
 - ☞ Journal special issues
- ☞ ERO will coordinate with GTO/ERS to maximize outreach with minimal cost.



ACS EROs from SM3B.

ERO: Results

- ➡ Progress is good
- ➡ No identifiable hurdles to meeting expected goals



NGC 3603 (released Oct 4, 2007)