ESA/Hubble outreach

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Overview

- Press
- Online
- Image processing
- Social media
- Hubblecast
Institutional setup

- Under contract to ESO since end of ST-ECF
- Integrated with ESO public outreach
  - Share staff and facilities
  - Eliminates single-point failures
  - Continuity with how things were before
  - For most purposes, just one telescope in the portfolio

- Budget: €162k in 2011
  - Contracts, staff, service expenses, etc

- Extensive collaboration with STScI and ESA
- To the outside world, a continuation of ESA/Hubble as existed since 1999
Press
Press

- Science releases
  - Based on peer-reviewed science
  - European authors

- Photo releases
  - Highlight observations rather than science, so not restricted by nationality of PI

- Organisational releases
  - Institutional stories, e.g. closure of ST-ECF

- Announcements
  - Catch-all category for less important news items
Press

- Published online
- Promoted through social media
- Targeted at journalists via email
- Embargo list for trusted reporters
- Target officially 16 per year (but we aim higher)
- Purpose is to encourage coverage, not act as gatekeepers
Press

spacetelescope.org 2011: News Popularity

- Meltwater press clippings (x250)
- Eurekalert (x10)
- Google Analytics (x1)

Graph showing news popularity for years 1-sci to 15-pho.
Press

Sources of press release stories:
- Scouting on astro-ph
- Direct contact by PIs
- Contact from other institutions (in particular STScI)

How we decide what to cover:
- Assessment of news value
- Assessment of scientific content
Focus on high quality

- All releases are scientifically vetted
- All science releases are based on peer-reviewed articles
- All releases have new images
- Almost all releases have HD video
Press

Approvals:
- Review by Newsteam
- PI
- Head of department (Lars Lindberg Christensen)
- ESA Mission Manager (Antonella Nota)
- Press Release Committee

Various people also kept in the loop:
- Bob Fosbury
- ESA
  - Karen O’Flaherty
  - Markus Bauer
  - Salim Ansari

Announcements have a streamlined procedure
Web

spacetelescope.org
Web

- All content published online – “if it’s not online, it doesn’t exist”
- Updated at least weekly, usually more often
- Web exclusive content, including background information, fact sheets, and the Picture of the Week series
- Average 225k visitors/month in 2011
- +38% over 2010
Web

- Archival material remains highly relevant: most content remains valuable long after first publication.

- Archive consists of:
  - More than 3000 images
  - 800 videos including 50 Hubblecasts
  - 200 news releases
  - 100 Pictures of the Week
  - Background information and fact sheets
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Image processing and graphics
Image processing and graphics

- Comparable (if not greater) numbers to STScI
  - *but* comparison with STScI is not like-with-like
- Weekly images in the PotW
- Images for press releases
- Pipeline of 100+ forthcoming images
- Regular scouting of archives
- FITS Liberator
- Graphic designers and artists
Image processing and graphics
Image processing and graphics
Image processing and graphics
Picture of the Week
Image processing and graphics

Images are now all tagged with metadata:

- Filters and colour allocations
- Exposures
- Objects (cross-referenced with SIMBAD)
- Distance (where appropriate)
- Coming soon: field of view, coordinates, allowing integration with third party tools like Google Sky.
iPad app

Top 100 images from Hubble

Available on the App Store
Social media: Facebook

Hubble Space Telescope
Non-profit organisation

Hubble Space Telescope
First globular cluster outside the Milky Way — ESA/Hubble
http://www.spacetelescope.org/images/potw1145a/

First Globular Cluster Outside the Milky Way
ESA/Hubble
www.spacetelescope.org
The object shown in this beautiful Hubble image, dubbed Messier 54, could be just another globular cluster, but this dense and faint group of stars was in fact the first globular cluster found that is outside our galaxy. Discovered by the famous astronomer Charles Messier in 1778, Messier 54 belongs...

73,332
like this

2,835
talking about this

Like · Comment · Share · Yesterday at 09:02 ·
313 people like this.

View all 17 comments
92 shares

Evans Williams
Thank u very much Bruce I was just wondering what it was it so bright
10 hours ago · Like

Elisan Felipe Peña
Super)
5 hours ago · Like

You and Hubble Space Telescope

10 friends like this.

ESO Astronomy

Corinne Doff
It's her birthday.

Say Happy Birthday

Recommended Pages

spAts
Oana Sandu likes this.

Like

The Spartan Diet
Learn how actors from The Movie 300 and gained muscle, and burned fat, fast, free and easy.

Games QA Tester Course
train2game.com
Study in East London and become a Games QA Tester at Train2Game.com. Register for FREE in 30 seconds.
Social media: Facebook

- Updated with all releases, podcasts, pictures, etc
- Reposting of archival images
- Active engagement with fans
  - Answering questions and comments
  - Inviting suggestions for the Hubblecast
Social media: Facebook

- 73,000 fans
- Increasing by ~3,000 per month
- 1.6m post views per month
- 12,000 likes or comments per month
- Most popular in 25-34 age group
Social media: Facebook

Facebook fans

- ESO Facebook Fans
- Hubble Facebook Fans
Social media: Twitter
Social media: Twitter

- 5,500 followers
- Similar linear rise in followers to Facebook
Social media: Twitter

Twitter followers

- ESO Twitter followers
- Hubble Twitter followers
- Linear(ESO Twitter followers)
- Linear(Hubble Twitter followers)
Hubblecast

BROUGHT TO YOU BY THE EUROPEAN SPACE AGENCY AND NASA
Hubblecast

- Each episode covers one topic
- 5-10 minutes long
- Usually studio-based
- Extensive use of graphics and animations
- Aimed at slightly less technical audience than press releases
Hubblecast

- One of the first HD video podcasts
- Top 10 in iTunes Science and Medicine category
- 50 episodes since 2007 (10-12 per year)
- Distribution:
  - iTunes
  - YouTube, Vimeo, DailyMotion
  - spacetelescope.org
  - Promotion via Facebook, Twitter, email
- ‘Highly commended’ in MEDEA 2011
Hubblecast
Overview

- Press
- Online
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- Social media
- Hubblecast
One more thing...
In 2009, astronauts spacewalked outside the Space Shuttle to complete the final upgrade of the Earth-orbiting Hubble Space Telescope.

Launched in 1990, the Hubble Space Telescope has revolutionized astronomy. Orbiting some 360 miles (580 kilometers) above Earth, Hubble has allowed astronomers to study the evolution of the universe shortly after it was born 13.7 billion years ago.
Contact

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