

Office of Public Outreach

SPACE TELESCOPE SCIENCE INSTITUTE

April 25, 2013

Office of Public Outreach

There is an average of four press releases per month with about 100 million NewsCenter visitors per year



EPO Community

Presence at 180 museums

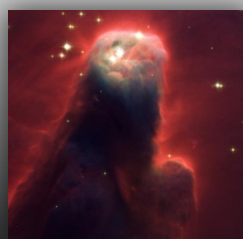


News



Astrophysics Forum

Connection to NASA SMD and other missions



Science



Education

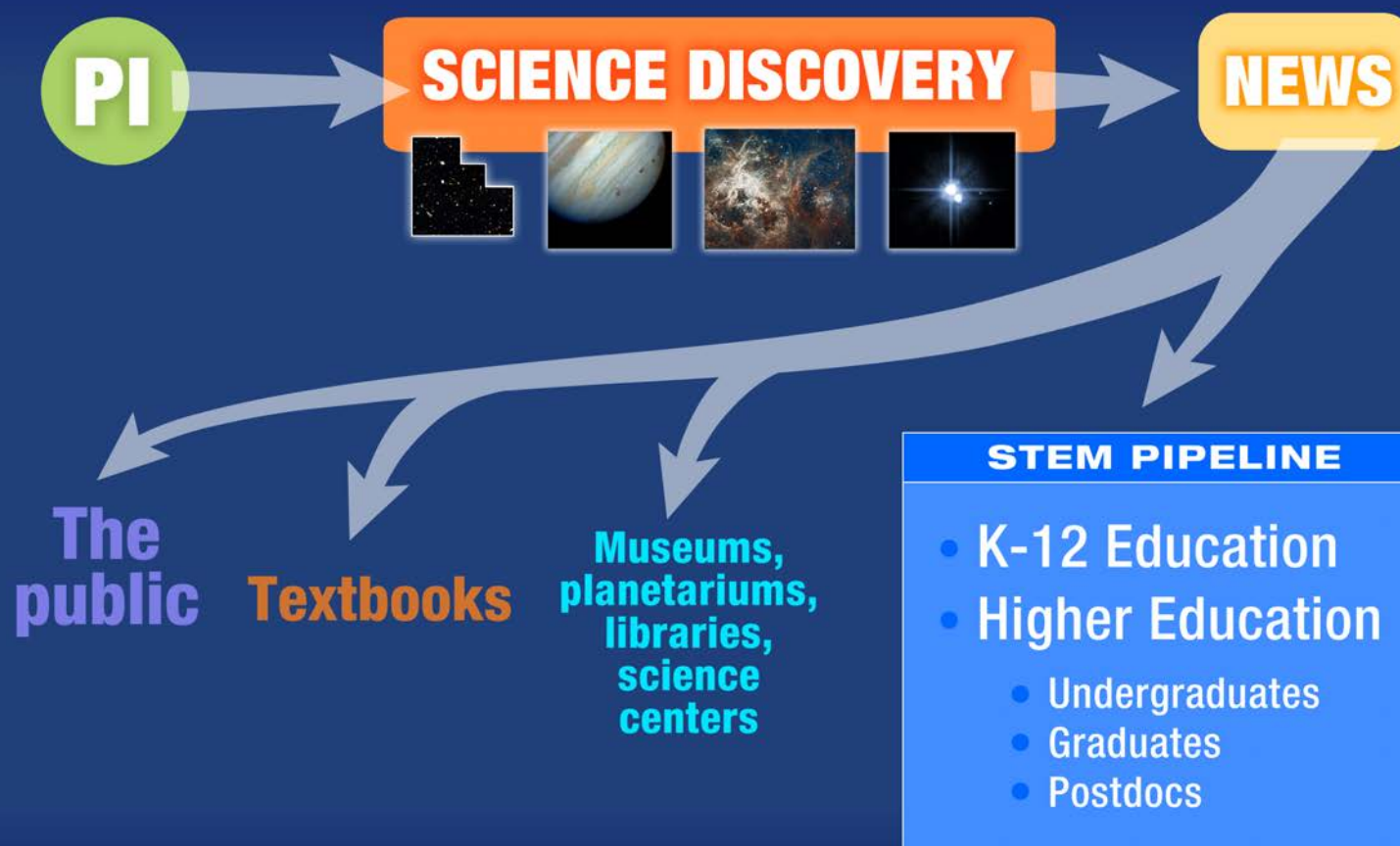
Materials reach over 6 million students and a half-million educators per year



Online Outreach

2 million visits per month

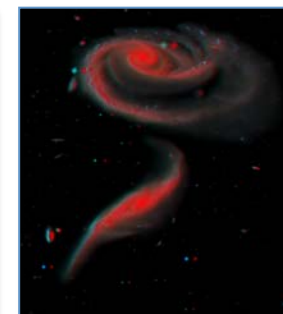
NEWS of DISCOVERIES reaches STUDENTS



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News and Public Affairs

- The News team produces a wealth of products to support the media.
 - Press releases
 - Background materials
 - Images
 - Videos
 - Scientific Simulations
- Many of our releases are quoted verbatim and presented as articles and features in print and online.



Trent J. Perrotto
Headquarters, Washington
202-358-0321
trent.j.perrotto@nasa.gov

Ray Villard
Space Telescope Science Institute, Baltimore, Md.
410-338-4514
villard@stsci.edu

RELEASE: 11-119

NASA'S HUBBLE CELEBRATES 21ST ANNIVERSARY WITH "ROSE" OF GALAXIES

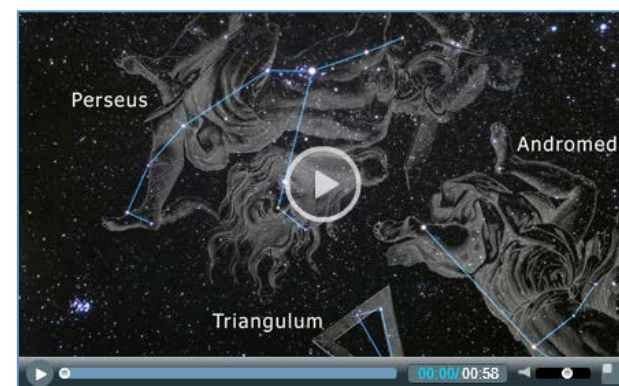
WASHINGTON — To celebrate the 21st anniversary of the Hubble Space Telescope's deployment into space, astronomers at the Space Telescope Science Institute in Baltimore, Md., pointed Hubble's eye at an especially photogenic pair of interacting galaxies called Arp 273. The new image is available at:

<http://www.nasa.gov/hubble>

"For 21 years, Hubble has profoundly changed our view of the universe, allowing us to see deep into the past while opening our eyes to the majesty and wonders around us," NASA Administrator Charles Bolden said. "I was privileged to pilot space shuttle Discovery as it deployed Hubble. After all this time, new Hubble images still inspire awe and are a testament to the extraordinary work of the many people behind the world's most famous observatory."

Hubble was launched April 24, 1990, aboard Discovery's STS-31 mission. Hubble discoveries revolutionized nearly all areas of current astronomical research from planetary science to cosmology.

"Hubble is America's gift to the world," Sen. Barbara Mikulski of Maryland said. "Its jaw-dropping images have rewritten the textbooks and inspired generations of schoolchildren to study math and science. It has been documenting the history of our universe for 21 years. Thanks to the daring of our brave astronauts, a successful servicing mission in 2009 gave Hubble new life. I look forward to Hubble's amazing images and inspiring discoveries for years to come."



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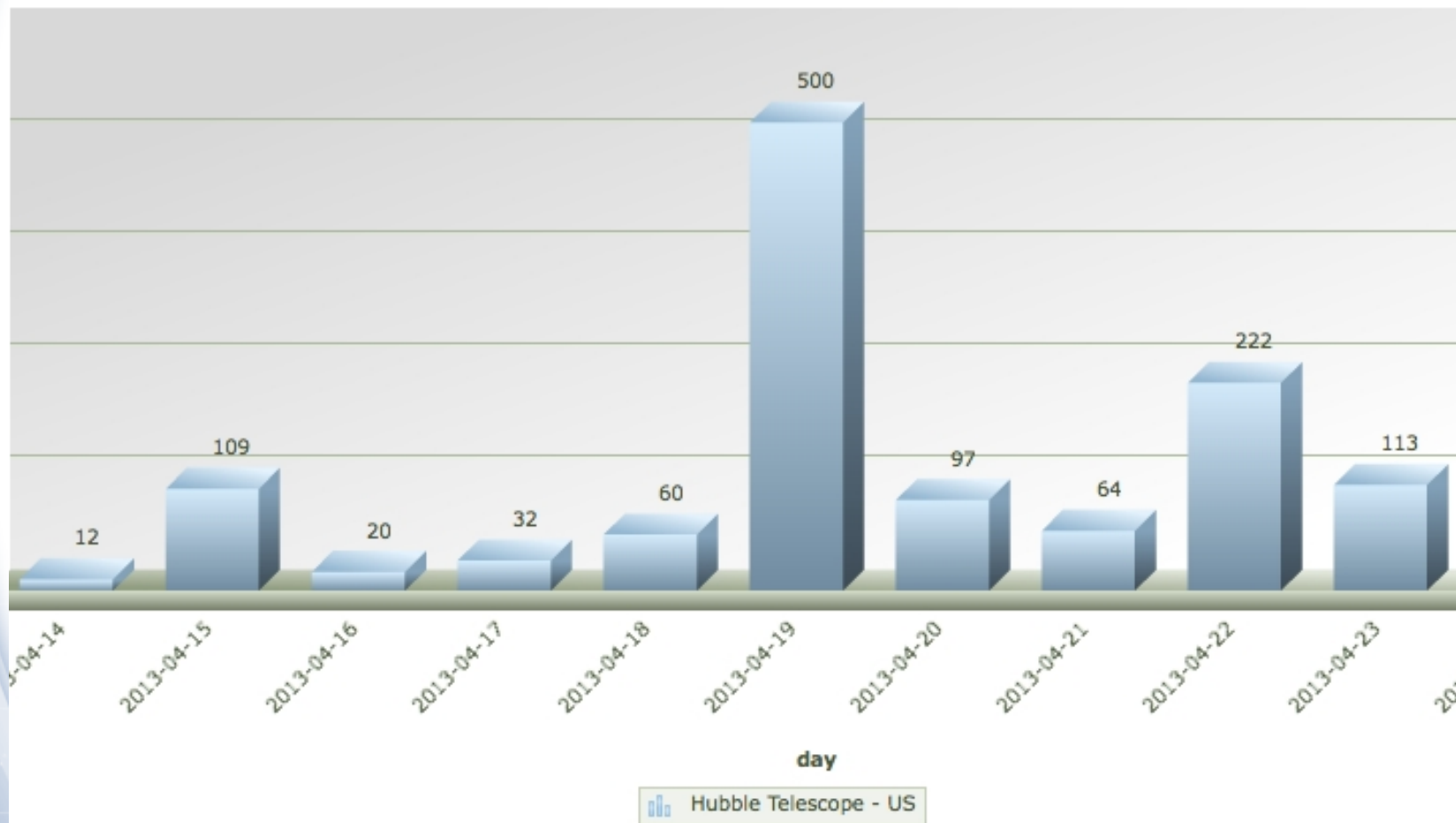
News and Public Affairs

- News of Hubble's discoveries reaches more than **100 million Americans** annually via the News Office's press releases, press conferences, and supplementary videos and materials, as well as through online dissemination.



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Hubble Telescope - US



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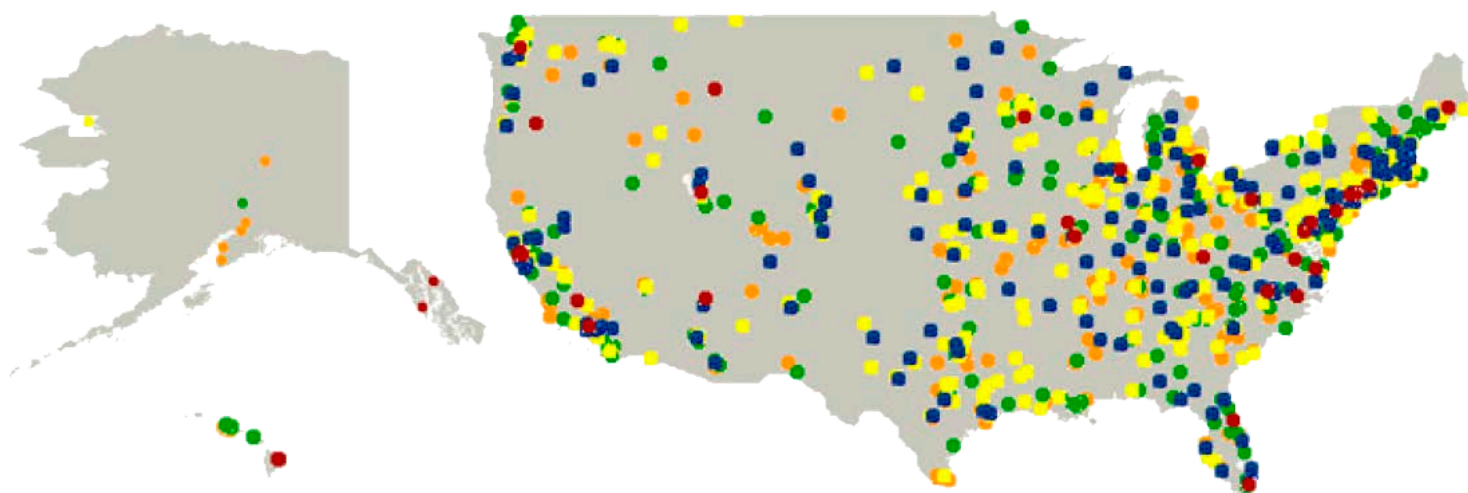
OPO Education Program

Designed to bring the universe to the formal and informal education communities, and engage educators and students in the adventure of scientific discovery.



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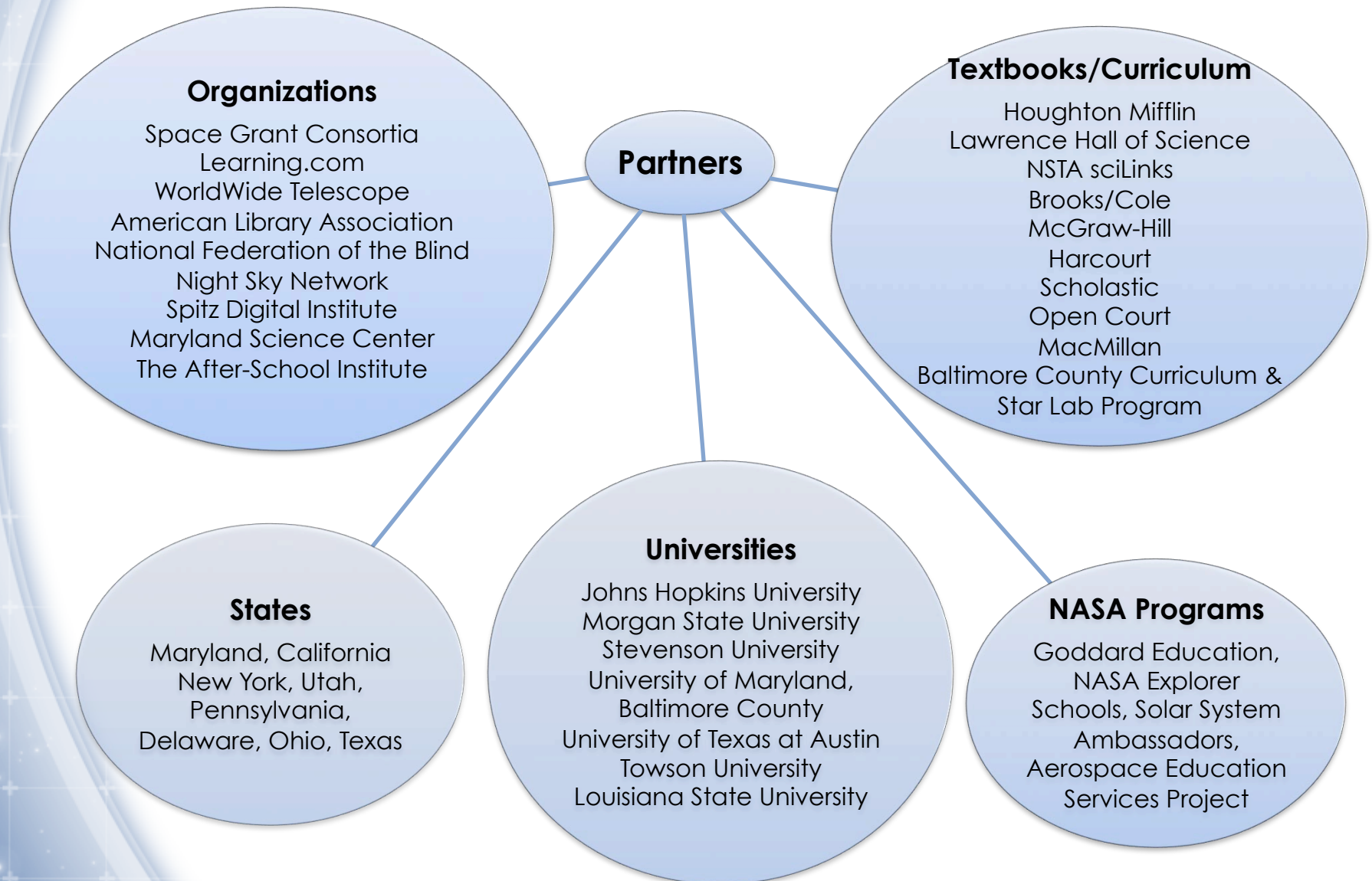
A national **sample** of users provides data on selection criteria and use of materials in a variety of settings.



Education Materials:

- Used in all **50 states**
- Integrated into the programs of more than **half of the U.S. state departments of education**
- Reach over **6 million students per year**
- Reach a **half-million educators**

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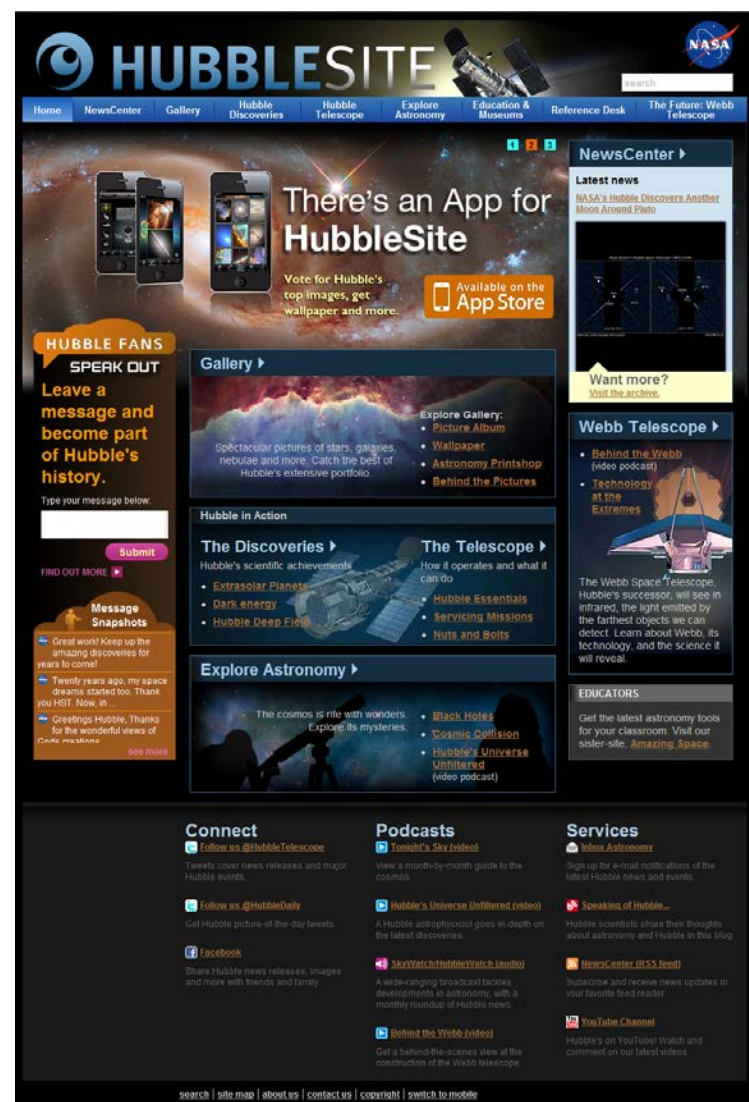


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Online Outreach - HubbleSite

- HubbleSite.org is our main website and receives over **2 million** visitors each month.
- Our goal has been to provide the public with information about Hubble and astronomy.

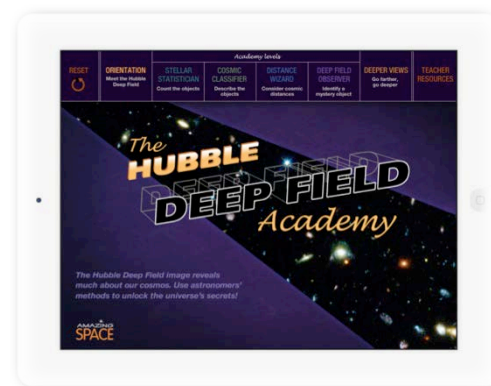
We are a unique source for Hubble information because of our direct connection to NASA and STScI.



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New Media

- Hubble & JWST iBooks
 - Downloaded 140,000 times
 - Hubble book has been the number one free book in the astronomy section of iTunes.
- Amazing Space iPad App
- Microsoft App for tablets
 - Guided Tour of JWST & HST Science and Technology



Online Outreach - Beyond HubbleSite

- Over the past 10 years HubbleSite has evolved beyond just being a website



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Get Involved!

- In an effort to inform and reach out to a growing community interested in citizen science programs, HubbleSite will post and maintain an index of current projects to a new "Get Involved" page.
- The content will focus on encouraging online visitors to volunteer their time, participate in contests, and collaborate with the astronomical community.



HUBBLE HANGOUTS

Live talks each month! Present your questions or comments, or just watch.

We have a lot of great hangouts planned, all designed to get you involved in Hubble Citizen Science! We hope to see you there!

[Hubble Hangouts](#)



CITIZEN SCIENCE

Join forces with professional astronomers to make new discoveries and better understand our universe. Through the projects listed here, you can volunteer your time to help analyze astronomical data collected by NASA space observatories and stored in the Mikulski Archive for Space Telescopes (MAST).

[Citizen Science](#)



HUBBLE: SCIENCE THAT INSPIRES

Video contest

Has Hubble ignited a spark of creativity in you? Use that inspiration to create a video! We'll provide resources that you can use, or create your own. The producers of the best videos in two categories – "Artistic" and "Narrative" – win cash prizes!

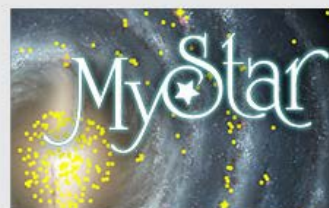
[Video contest site](#)



HUBBLE IMAGE PROCESSORS

If you are a photography and/or science enthusiast, try uncovering your own gems in the Hubble archive! Here you'll find guides, tools and conversations for pro and amateur astronomical image processors.

[Hubble Image Processors](#)



MYSTAR

Stellar lifecycle game

Create different types of stars in different parts of the galaxy and watch them develop at a million years per minute. You can even add planets or try to develop life. MyStar is based on our current scientific understanding of the cosmos.

[MyStar](#)



HUBBLE HERITAGE CREATIVE CHALLENGE

What do you see in Hubble images? Try our monthly Creative Challenge on Facebook.

[Creative Challenge](#)

Hubble Heritage finds and releases the most visually appealing images taken by the Hubble Space Telescope.

[Hubble Heritage](#)

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Astrophysics Forum

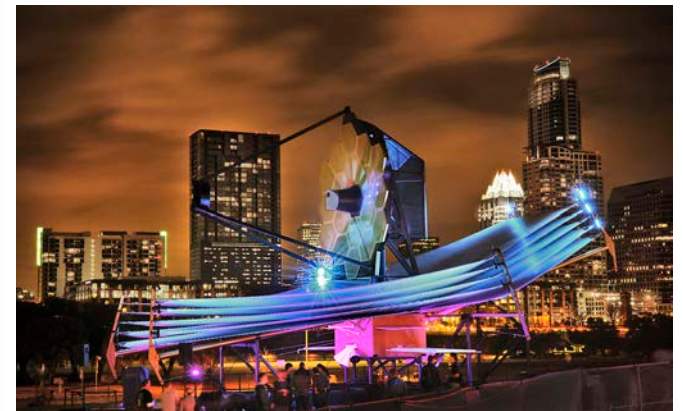
- We help the NASA Science Mission Directorate (SMD) and its nationwide education and outreach community increase the coherence and impact of their efforts, foster innovation, and build partnerships.



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Education – Collaborations with Northrop Grumman

- Quarterly meetings with Northrup Education Foundation
- **JWST Full-Scale Model**
 - Building on the power of the JWST full-scale model, OPO brings outreach materials and support staff to supplement the exhibit.
 - New York Science Festival
 - National Mall
 - Baltimore Inner Harbor
 - South by Southwest in Austin Texas



JWST Full scale model in Austin

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3-D Visualizations



FEDERAL STEM EDUCATION FUNDING FY14 (budget in millions)

	FY 2012	FY2014	
NASA	149	100	-49
Department of Education	529	814	285
Smithsonian Institution	0	25	25
National Science Foundation	1,154	1,243	89

NASA FY2014 Education Funding:

- \$67.5 million for Space Grant, GLOBE and minority-serving education programs.
- \$26.8 million to be refocused on coordination with the NSF, ED and Smithsonian.