



STScI | SPACE TELESCOPE
SCIENCE INSTITUTE

EXPANDING THE FRONTIERS OF SPACE ASTRONOMY

JWST Outreach & News

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Aug. 25, 2022



JWST Outreach

- General Public Outreach
 - outreach activities
 - evergreen content creation, design, development, and dissemination
 - public engagement such as event planning, logistics, staffing, exhibit creation and dissemination
- JWST WWW work
 - support and development of two backend websites, communications work, and the dissemination of images, resources, and online products for WebbTelescope.org and www.stsci.edu/jwst
- JWST News
 - creation, design, development, dissemination, and management of news and media materials, including social media and public relations.



Content Production

- Videos supporting Webb's science themes

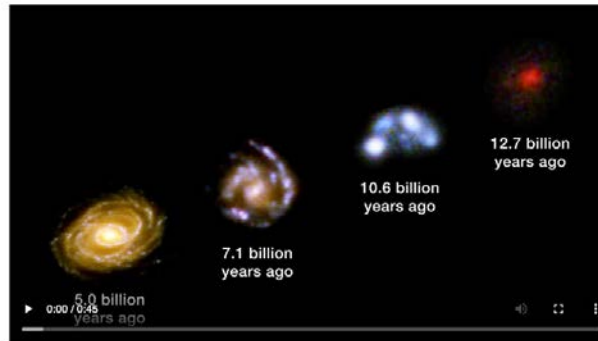
Exploring Star and Planet Formation

< VIEW ALL VIDEOS



Galaxy Development Across Cosmic Distanc

< VIEW ALL VIDEOS



Webb: Revealing the First Galaxies

< VIEW ALL VIDEOS

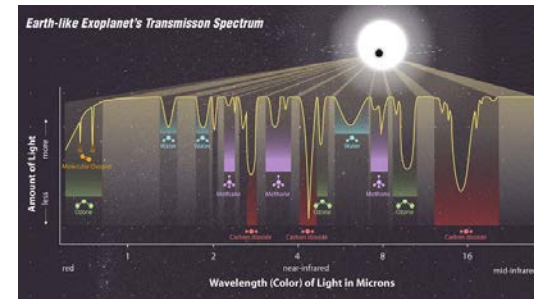


- Planned and executing outreach imaging campaign to release new Webb images over the next few months as we wait for peer-reviewed science papers.



Content Production

- Infographics



- News features previewing science on WebbTelescope.org

Capturing All That Glitters in Galaxies with NASA's Webb

[< VIEW ALL NEWS RELEASES](#)

January 19, 2022 10:00AM (EST) | Release ID: 2022-007

Studying the Next Interstellar Interloper with Webb

[< VIEW ALL NEWS RELEASES](#)

February 16, 2022 10:00AM (EST)
Release ID: 2022-008

NASA's Webb to Uncover Riches of the Early Universe

[< VIEW ALL NEWS RELEASES](#)

June 22, 2022 10:00AM (EDT) | Release ID: 2022-015

Geology from 50 Light-Years: Webb Gets Ready to Study Rocky Worlds

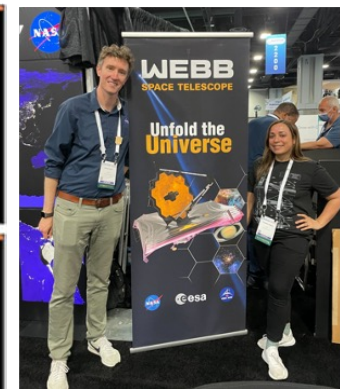
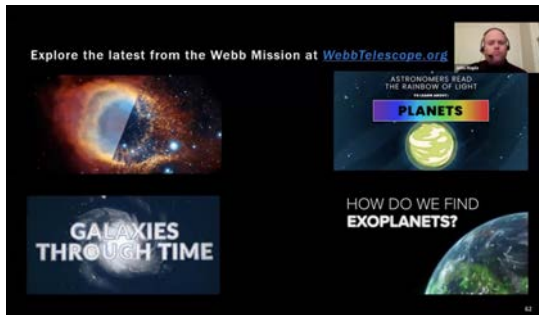
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May 26, 2022 10:00AM (EDT) | Release ID: 2022-017



Other Outreach Work

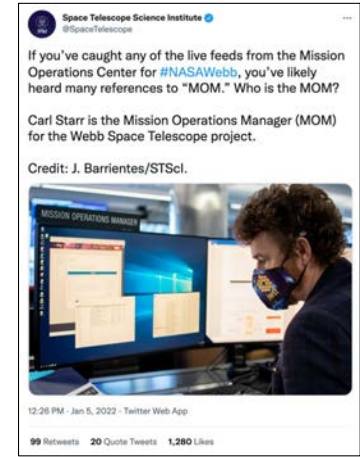
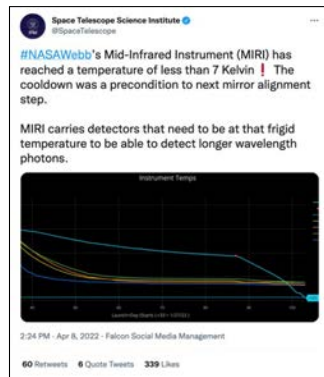
- Outreach Activities, virtual/in-person, for host sites and for conferences
- Webb Outreach Slide Deck created for Launch and for First Images
- Webb Virtual Reality (WebbVR)





Social Media

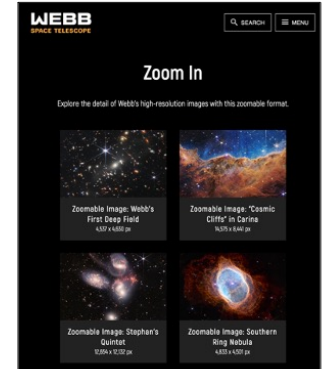
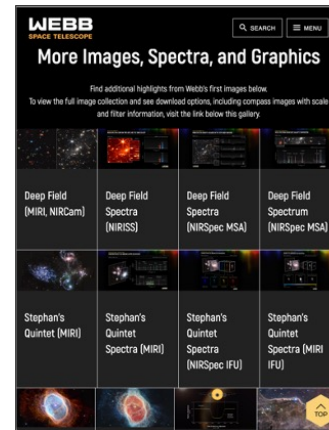
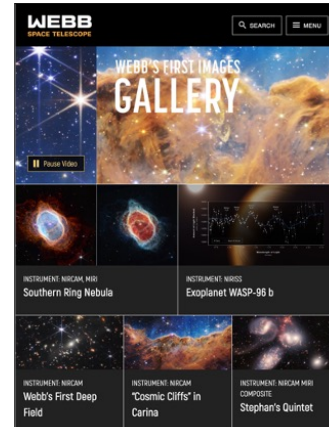
- live updates from MOC during final deployment phase, garnering over 2.6 million impressions on Twitter
- Total Twitter Impressions for First Images (July 11-12, 2022) – 11 billion, nearly 9.4 times greater than all of June





WebbTelescope.org

- the mission's deep-dive science site for the public
- Posting of news/image releases, images, and all supplemental assets
- Website planning, development, and publishing of ERO "First Images" pages
- Microshutter interactive on galaxy spectra from SMACS 0723
- Continued work on accessibility efforts including alt-text, visual descriptions for infographics and images, play-pause on videos, and more.





WebbTelescope.org

Metrics for January 1– July 18, 2022

- Total Pageviews: 41,177,344
- Unique Pageviews: 21,173,858
- Total Users: 4,028,081
- Total requests for ERO Assets = 423,000,000
- Total bytes transferred = 543 TB

Comparison of select metrics around Webb FROs and Webb Launch dates

Measure	Webb EROs (+/- 1 Week)	Webb Launch (+/- 1 Week)
Users	3,746,573	128,477
Pageviews	40,318,857	407,797
Unique Pageviews	20,671,472	260,419

Users
2,816.14%
3,746,573 vs 128,477



Pageviews
9,802.44%
40,381,857 vs 407,797



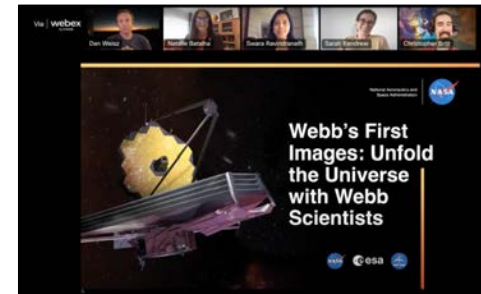
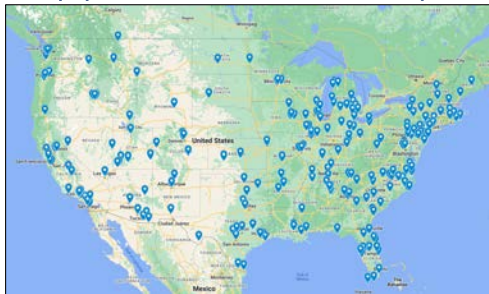
Unique Pageviews
7,837.77%
20,671,472 vs 260,419





Webb Space Telescope Community Events (CEs)

- Joint Webb mission and SMD Science Activation initiative to support host sites for Webb Launch and First Images celebrations
- Created/collated/shared content and held trainings for event hosts and scientists in coordination with partners at GSFC and NASA-HQ
- For Launch events: 463 host sites; matched SMEs speakers for 253 events
- For First Images events: 622 host sites; planned, coordinated, hosted Subject Matter Experts panel discussions (English and Spanish) for host sites
- Points of contacts communicated with host sites via email and virtual office hours to support their event planning





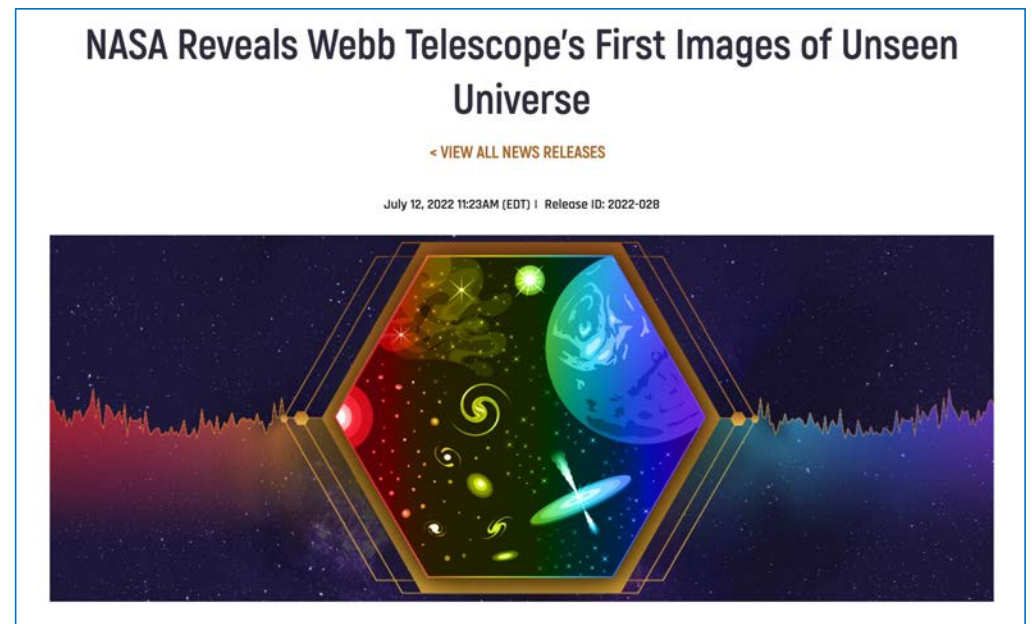
JWST News Operations

STScI's Office of Public Outreach leads news operations for JWST

- Process modeled after what has proven successful with Hubble
- Builds on 32+ years of OPO experience in writing, image processing & graphics design

Public interest in JWST is extremely strong

- First images/spectra: 26,000+ online articles, 110 billion impressions





JWST Press Releases

Two types of press releases

- Image releases
- Science press releases

Text & imagery developed by STScI, reviewed by NASA

Final products post to [WebbTelescope.org](https://www.webbtelescope.org) and [NASA.gov/Webb](https://www.nasa.gov/webb)

- [WebbTelescope.org](https://www.webbtelescope.org) is the deep dive site for full-resolution products
- Also shared out via EurekAlert, Newswise, Inbox Astronomy email list, and @NASAWebb and STScI social media accounts





Image Release

Does NOT require a peer-reviewed journal paper

Description of image, no scientific analysis

Examples:

- JWST first images
- Hubble anniversary images

NASA's Webb Captures Dying Star's Final 'Performance' in Fine Detail

[< VIEW ALL NEWS RELEASES](#)

July 12, 2022 11:01AM (EDT) | Release ID: 2022-033



Webb Captures Stellar Gymnastics in the Cartwheel Galaxy

[< VIEW ALL NEWS RELEASES](#)

August 02, 2022 10:00AM (EDT) | Release ID: 2022-039





Science Press Release

DOES require a peer-reviewed journal paper

- Exception: Findings presented at AAS conferences

Discusses scientific findings and why they are significant

Don't have to wait until accepted to alert us – the earlier the better for creating a news package

- News release will not post until paper is accepted



News Selection Process

- Multi-mission coordination is needed due to limited resources
- All submissions are discussed by Webb news chief, Webb outreach scientist for news, Hubble news chief, and Hubble outreach scientist
- Selected & prioritized based on scientific significance, salience to the public, and existing workload
- Regularly update Webb project scientist in JWST mission office



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<https://www.stsci.edu/news/scientist-resources>

Contact me: cpulliam@stsci.edu, 410-338-4366

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The STScI news team acts as an advocate for science teams by bringing new results to NASA's attention. If you have a result that you believe will be interesting to the public, please submit your idea using this [pre-populated email](#) or by copying the list below and emailing us: scientistnews@stsci.edu

**The asterisks denote required information.*

1. Specify a mission* (HST, JWST, and/or Other)
2. Principal Investigator's Name* (first and last)
3. Email address*
4. Subject*
5. Brief description of result*
6. Please provide a link to your paper or attach a copy of your paper to the email.
7. Journal Submission History*
8. HST or JWST Go Proposal ID(s)



Back-up Slides



News package review process

- Internal review – outreach scientist, news chief
- Science team review
- NASA Goddard review
- NASA HQ review
- Final version with all edits shared with science team again