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

- 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

  * WEBB'S
    * DIFFRACTION SPIKES
  * Earth-Axe Explorer's Transmission Spectrum
  * Destiny of Dust

- News features previewing science on WebbTelescope.org

  * Capturing All That Glitters in Galaxies with NASA's Webb
    * View All News Releases
    * January 16, 2022 08:00AM (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 20, 2022 10:00AM (EST) | Release ID: 2022-016
  * Geology from 50 Light-Years: Webb Gets Ready to Study Rocky Worlds
    * View All News Releases
    * May 25, 2022 08:00AM (EST) | 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
• 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 EROs and Webb Launch dates

<table>
<thead>
<tr>
<th>Measure</th>
<th>Webb EROs (+/- 1 Week)</th>
<th>Webb Launch (+/- 1 Week)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Users</td>
<td>3,746,573</td>
<td>128,477</td>
</tr>
<tr>
<td>Pageviews</td>
<td>40,318,857</td>
<td>407,797</td>
</tr>
<tr>
<td>Unique Pageviews</td>
<td>20,671,472</td>
<td>260,419</td>
</tr>
</tbody>
</table>

Users: 2,816.14% 3,746,573 vs 128,477
Pageviews: 9,802.44% 40,318,857 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
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
Two types of press releases

- Image releases
- Science press releases

Text & imagery developed by STScI, reviewed by NASA

Final products post to WebbTelescope.org and NASA.gov/Webb

- 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
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
Think you have something newsworthy?

Come to us early!

Share the word with your colleagues

Visit STScI.edu News Center to submit:
https://www.stsci.edu/news/scientist-resources

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