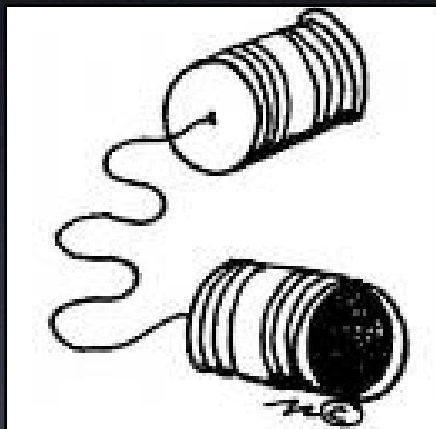




# An Integrated Approach to Outreach With New Media Technologies



Aaron Price, AAVSO & Tufts University

ASP 2006 Annual Meeting

PDF at [www.aavso.org](http://www.aavso.org)

Thanks to Jim Fox (Flying Star Grant) and LSST for travel funding assistance.

# The Right Tool For The Job

- So you got a message...
- **Web Pages:** Detailed, formal information
- **Blogs:** Brief summaries of news; commentary
- **Podcasts:** Dialogues, interviews...
- **Video:** Illustration
- **Wikis:** Community input projects; collaboration
- **Social Networking:** When you want to generate a buzz with a high profile item
- Mix and match for an integrated approach
- Let's walk through them...






# Social Networking

- **Who:** Teenagers, students and young adults
- **Where:** MySpace, Facebook, LiveJournal, Blogger, Friendster
- **What:** Web pages where members write comments which are shared with their “friends”.
- **Why:** One post can be instantly replicated to thousands of journals/accounts. Also, the demographic is underserved. And the sheer size!
- **How:** Create accounts ahead of time. Join astronomical “communities” with a welcome message. Then, when the time comes, simply login, post, logout.

**User:** [astronomy](#) (65596)

**Name:** Astronomy - Study of the cosmos

**About:** From the solar system we call home to the universe we live in is part of

**Maintainer:**  [ziemkowski](#)

**Interests:** **52:** [astronomy](#), [astrophysics](#), [cas](#), [fuse](#), [galileo](#), [hubble](#), [infrared](#), [ju](#), [neptune](#), [observatories](#), [papers](#), [g](#), [rockets](#), [rovers](#), [saturn](#), [science](#), [theory](#), [thinking](#), [universities](#), [ura](#)

**Maintainers:** **1:** [ziemkowski](#)

**Members:** **1713:** [View Members](#) .

**Watched by:** **1300:** [0377048](#), [1010110010101](#),

# Example

## Astronomy - Study of the cosmos

- > Recent Entries
- > Archive
- > Friends
- > User Info
- > previous 20 entries



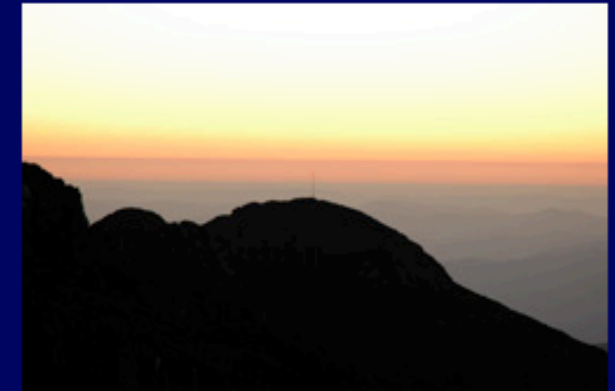
September 14th, 2006

808



### 03:09 pm - LSST Location

Hey, all. The LSST telescope has just announced their construction site on the beautiful Cerro Pachón mountain in Chile (right). LSST is an ambitious project. They aim to observe the *entire* visible night sky with a large 8.4m telescope every 3 nights. That will entail 30 terabytes of data. The technology doesn't even exist yet to handle such data throughput. Good thing they have until 2012 to figure it out. So, is anyone familiar with the area?



[More info here.](#)

[\(Leave a comment\)](#)

September 13th, 2006

kinnerc



### 09:57 pm - The Wait Is Over!

The International Astronomical Union's *Minor Planets Circular #8747* has been released.

In accordance with the resolution adopted by the IAU about a fortnight ago, **Pluto** has been given a number in appropriate to its status as "a numbered object with a well determined orbit." Pluto's number is **134340**. It is still referred to, of course, as Pluto and is now, along with Ceres for example, part of that class of objects known as a "Dwarf Planet."

Also, 2003 UB<sub>313</sub>, incorrectly referred to as "Xena" for some time now, has been given an official name - **Eris**. Eris's satellite, known as S/2005 (2003 UB<sub>313</sub>) has also been given a name - **Dysnomia**.



## Carl Sagan



"Science is a way of thinking much more than it is a body of knowledge."

Male  
71 years old  
Ithaca, NEW YORK  
United States

Last Login: 9/14/2006

View My: [Pics](#) | [Videos](#)

## Carl Sagan is in your extended network

### Carl Sagan's Latest Blog Entry [[Subscribe to this Blog](#)]

Part 1: The Shores Of the Cosmos ([view more](#))

Part 2: One Voice In the Cosmic Fugue ([view more](#))

Part 3: The Harmony Of the Worlds ([view more](#))

Part 4: Heaven and Hell ([view more](#))

Part 5: Blues For A Red Planet ([view more](#))

[\[View All Blog Entries\]](#)

## Contacting Carl Sagan

 [Send Message](#)

 [Forward to Friend](#)

 [Add to Friends](#)

 [Add to Favorites](#)

 [Instant Message](#)

 [Block User](#)

 [Add to Group](#)

 [Rank User](#)

## MySpace URL:

[http://www.myspace.com/carl\\_sagans\\_cosmos](http://www.myspace.com/carl_sagans_cosmos)

## Carl Sagan's Interests

### General

THE COSMOS IS ALL THAT IS OR EVER WAS OR EVER WILL BE. Our feeblest contemplations of the Cosmos stir us--there is a tingling in the spine, a catch in the voice, a faint sensation, as if a distant memory, of falling from a height. We know we are approaching the greatest of mysteries.



# Video Clips

- **Who:** Teenagers through young adults, but rapidly growing
- **Where:** YouTube.com, Google Video, VideoJug
- **What:** A place to share videos
- **Why:** Haven't you heard? It's *the* place to be! Can double as a video podcast.
- **How:** Upload .AVI, .MOV, or .M4V formatted file <10mins & <100MB. <cough>Better yet, have someone else upload it.</cough>
- Coordinate into one day

Explore More Videos

Related [Playlists](#) [theblacktaj's Videos](#)

Showing 1-20 of 317 [See All Videos](#)

	<a href="#">Flying over the Moon!</a> 02:42 From: <a href="#">orion94nl</a> Views: 2269
	<a href="#">Eclipse 2006 -- Jalu, Libya</a> 00:59 From: <a href="#">dherblay</a> Views: 2401
	<a href="#">Comet 73P/Schwassmann-Wachman 3</a> 00:02 From: <a href="#">BayCityJohn</a> Views: 1841
	<a href="#">c</a> 00:03 From: <a href="#">jakeastronomy</a> Views: 23
	<a href="#">b</a> 00:05 From: <a href="#">jakeastronomy</a> Views: 16

Showing 1-20 of 317 [See All Videos](#)



# Example

## Video Upload (Step 1 of 2) (All fields required)

Uploading a video is a two-step process—on the next page, you'll be able to choose your video file and set the privacy settings. Generally, uploading will take 1-5 minutes for every 1MB with a high-speed Internet connection. You'll see an "Video Upload Successful" page when it's done, linking to other things you can do with the video while it's being converted, which will take a few minutes.

[Upload videos directly from your mobile phone!](#)

Videos are limited to 100MB in file size for all users, and 10 minutes in length unless you have been approved for a Director account. For more details about uploading videos, go to the [Help Center](#).

Title:

Description:

Tags:

Enter one or more tags, separated by spaces.  
Tags are keywords used to describe your video so it can be easily found by other users.  
For example, if you have a surfing video, you might tag it: surfing beach waves.

- Video Category:
- |   |  |
|---|--|
| <input type="radio"/> Arts & Animation                | <input type="radio"/> Autos & Vehicles |
| <input type="radio"/> Comedy                          | <input type="radio"/> Entertainment    |
| <input type="radio"/> Music                           | <input type="radio"/> News & Blogs     |
| <input type="radio"/> People                          | <input type="radio"/> Pets & Animals   |
| <input checked="" type="radio"/> Science & Technology | <input type="radio"/> Sports           |
| <input type="radio"/> Travel & Places                 | <input type="radio"/> Video Games      |

Select a category that best describes your video.

Language:

**Do not upload copyrighted material for which you don't own the rights or have permission from the owner.**

# Supernova via Lite Bright by Slacker Astronomy



## Video Rating



37 ratings

You cannot rate your own video.

[Save to Favorites](#)

[Add to Groups](#)

[Share Video](#)

[Blog Video](#)

[Flag as Inappropriate](#)

Views: 3708

Comments: 4

Favorited: 22 times

Honors: 3 [show](#)

Links to [show](#)  
this video:

## Comments & Responses

[Post a Video Response](#)

[Post a text comment](#)

## About This Video

Added September 10, 2006

From [nora080](#)

SUBSCRIBE

to nora080

Video Owner Options: [Edit Your Video](#)

The supernova explosion process told thr ... [\(more\)](#)

in category [Science & Technology](#)

Tags [astronomy](#) [science](#) [supernova](#) [toys](#) [\(more\)](#)

URL [http://www.youtube.com/watch?v=8MHb6\\_35X](http://www.youtube.com/watch?v=8MHb6_35X)

Embed `<object width="425" height="350"><param na`

## Explore More Videos

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Showing 1-20 of 56207

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[Supernova via Lite Bright by Slacker Astronomy](#)

04:32

From: [nora080](#)

Views: 2659

<< Now Playing



[brilliant scientist](#)

01:23

From: [meispokoloko](#)

Views: 768



[brilliant scientist pt2](#)

01:14

From: [meispokoloko](#)

Views: 258





[brilliant scientist pt7](#)



# Blogs

- **Who:** Everyone w/an opinion
- **Where:** Scienceblogs.com, every major media outlet
- **What:** A routinely updated website with news and commentary about astronomy
- **Why:** Easy; one post gets lots of readers; the audience is already defined
- **How:** Send a short, *polite* e-mail to author! (\*same goes for local papers)

 PHILOSOPHY OF SCIENCE	 PHYSICAL SCIENCE
<b>Lightning, the Mind, and a World Before Scientists</b> The Loom Before 1833 there were no scientists. It was in that year that William Whewell,...	<b>The Next String Theory</b> Uncertain Principles What will replace string theory as the most over-hyped area in theoretical physics?
<b>On disbelief</b> Evolving Thoughts Repost from the old blog: This week I am an Eighth Day Agnostic,...	<b>Two Physics Carnivals!</b> A Blog Around The Clock There is a second physics carnival being launched! The first one is monthly Panta...
<b>History vs Change</b> Chaotic Utopia Does history repeat, or do cycles of change simply overlap? This week, I'll be...	<b>Philosophia Naturalis</b> Uncertain Principles Over at Science and Reason, Charles Daney has launched a new blog carnival, focussing...



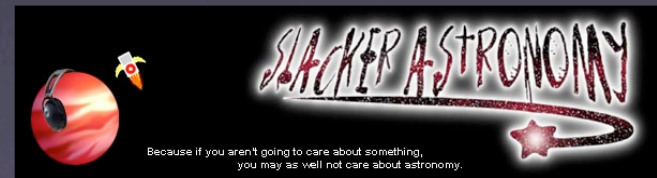
# Podcasts

- **Who:** Adults of all ages, slightly trending towards young adults
- **Where:** iTunes
- **What:** Audio & video shows
- **Why:** ~60% of the audience gets all their astro news through podcasts
- **How:** Make your own if you are a large organization. Otherwise contact the host of another show. Either send them an audio recording or offer to be a guest.

**SkyTonight Podcasts**



**Astronomy a Go-Go!**





# Grassroots/Amateur Clubs

- **Who:** Adults, middle age and older
- **Where:** Build a list at [skytonight.com](http://skytonight.com) or contact Astronomical League
- **What:** Each club has their own newsletter and web site, usually aching for fresh content
- **Why:** Get the news to your core supports and best evangelists
- **How:** Put them on your mailing list, send promo materials, contact when on a business trip

*find an astronomy club or organization near you:*

Club  
 Museum  
 Observatory  
 Planetarium  
 Special-Interest

City:

Country:

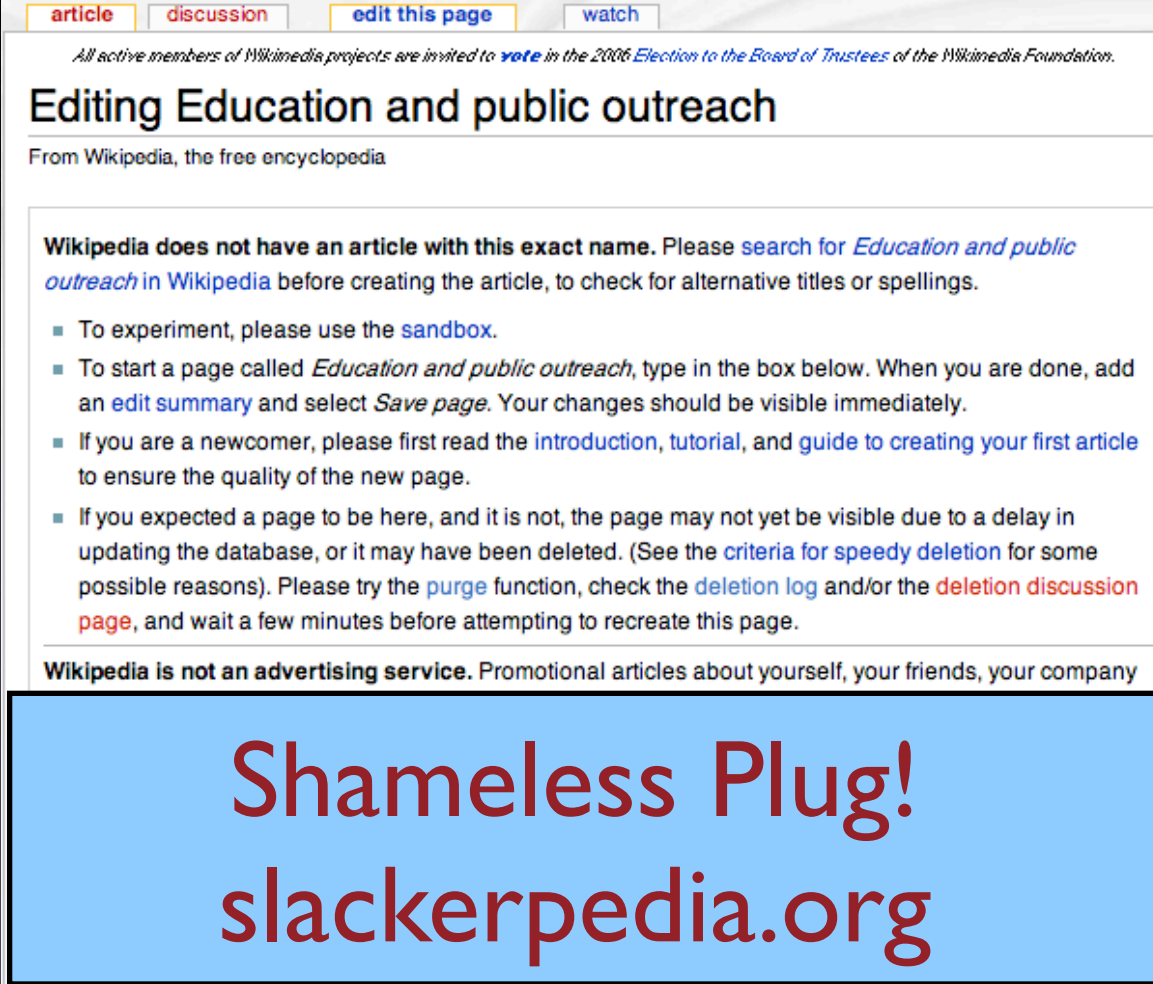
State / Province:

Description:

[Skytonight.com](http://skytonight.com) club search

# Wikipedia

- **Who:** Everyone
- **Where:** wikipedia.org
- **What:** Free, open, online encyclopedia
- **Why:** The source of record and incredibly popular
- **How:** Create account ahead of time and edit some other articles to gain “credit”. Then, for the announcement, create an entry and link to it from other relevant Wikipedia entries. *Follow their rules!*



The screenshot shows the Wikipedia interface for the page "Editing Education and public outreach". At the top, there are navigation tabs for "article", "discussion", "edit this page", and "watch". Below the tabs is a notice: "All active members of Wikimedia projects are invited to **vote** in the 2006 Election to the Board of Trustees of the Wikimedia Foundation." The main heading is "Editing Education and public outreach" with the subtext "From Wikipedia, the free encyclopedia". The main content area displays a message: "Wikipedia does not have an article with this exact name. Please [search for Education and public outreach in Wikipedia](#) before creating the article, to check for alternative titles or spellings." Below this message is a list of instructions for creating a new article, including using the sandbox, adding an edit summary, and following guidelines for newcomers. At the bottom of the page, there is a warning: "Wikipedia is not an advertising service. Promotional articles about yourself, your friends, your company".

**Shameless Plug!**  
**slackerpedia.org**



## Editing Education and public outreach

From Wikipedia, the free encyclopedia

**Wikipedia does not have an article with this exact name.** Please [search for \*Education and public outreach\* in Wikipedia](#) before creating the article, to check for alternative titles or spellings.

- To experiment, please use the [sandbox](#).
- To start a page called *Education and public outreach*, type in the box below. When you are done, add an [edit summary](#) and select *Save page*. Your changes should be visible immediately.
- If you are a newcomer, please first read the [introduction](#), [tutorial](#), and [guide to creating your first article](#) to ensure the quality of the new page.
- If you expected a page to be here, and it is not, the page may not yet be visible due to a delay in updating the database, or it may have been deleted. (See the [criteria for speedy deletion](#) for some possible reasons). Please try the [purge](#) function, check the [deletion log](#) and/or the [deletion discussion page](#), and wait a few minutes before attempting to recreate this page.

**Wikipedia is not an advertising service.** Promotional articles about yourself, your friends, your company or products; or articles created as part of a marketing or promotional campaign, may be deleted in accordance with our [deletion policies](#). For more information, see [Wikipedia:Spam](#).

**Copyright infringements, attacks, and nonsense will be [deleted](#) without warning.**



Education & Public Outreach (EPO) is a term that has evolved to describe the arm of the [[astronomical]] field dedicated to sharing astronomical information and discoveries with the public.

Content that violates any [copyright](#) will be deleted. Encyclopedic content must be [verifiable](#). You agree to license your contributions under the [GFDL](#).

Edit summary:

This is a minor edit ([what's this?](#))  Watch this page

[Save page](#) [Show preview](#) [Show changes](#) [Cancel](#) | [Editing help](#) (opens in new window)

# Results

- Keep track of stats by linking to an image hosted on your server
- Look at Referrer Log of your web site
- Go back to the posts and read the comments
- Some will be interesting and some won't.



# Create An Announcement Checklist

1. Make a web page
2. Send e-mail to blog authors (direct; no spam, no CC:s)
3. Post blurb to social networking sites (LiveJournal, MySpace, etc.)
4. Invite podcasts to interview your scientists or send an audio comment to podcasters (mp3)
5. If you have a video, upload to YouTube and Google Movies. If instructional, upload to VideoJug.
6. Update Wikipedia's article on your organization and/or the discovery topic (create new if needed)

# “Strategery”

1. Create accounts on various sites ahead of time. Keep a print out in your desk with usernames/passwords.
2. Keep contact list of blogs to e-mail. Keep up good relations with their authors with an occasionally e-mail.
3. Occasionally monitor the various social networking sites to get a feel for each community’s flavor.
4. Keep track of your stats and successes. Adjust according to results.



*fin*

[www.aavso.org](http://www.aavso.org)