

IAU Office for Astronomy Outreach



Sze-leung CHEUNG 張師良 チャン シー リュン
International Outreach Coordinator, IAU OAO



UNIVERSET
DIN OPLEVELSE



DET INTERNATIONALE
ASTRONOMIÅR
2009

UNDUR
ALHEIMSINS



ALPJÓÐLEGT ÁR
STJÖRNUFRÆÐINNAR
2009

DESCOBR E TEU
UNIVERSO



ANO INTERNACIONAL DA
ASTRONOMIA
2009

Вселенная
для Вас



Международный год
астрономии
2009

TUKLASIN
ANG KALAWAKAN



PANDAIGDIGANG TAON NG
ASTRONOMIYA
2009

ULIMWENGU WOTE
WAKO KUUVUMBUA



MWAKA WA KIMATAIFA WA
ASTRONOMIA
2009

НА ТЕБИ ЈЕ ДА ОТКРИЈЕШ
СВЕМИР



МЕЂУНАРОДНА ГОДИНА
АСТРОНОМИЈЕ
2009

EL UNIVERSO
PARA QUE LO DESCUBRAS



AÑO INTERNACIONAL DE LA
ASTRONOMÍA
2009

ΤΟ ΣΥΜΠΑΝ
ΔΙΚΟ ΣΟΥ ΝΑ ΤΟ ΑΝΑΚΑΛΥΨΕΙΣ



ΠΑΓΚΟΣΜΙΟ ΕΤΟΣ
ΑΣΤΡΟΝΟΜΙΑΣ
2009

OSCAIL DO SHÚILE D'IONTAIS NA
CRUINNE



BLIAIN IDIRNÁISIÚNTA NA
RÉALTEOLAÍOCHTA
2009

SVEMIR
NA VAMA JE DA GA OTKRIJETE



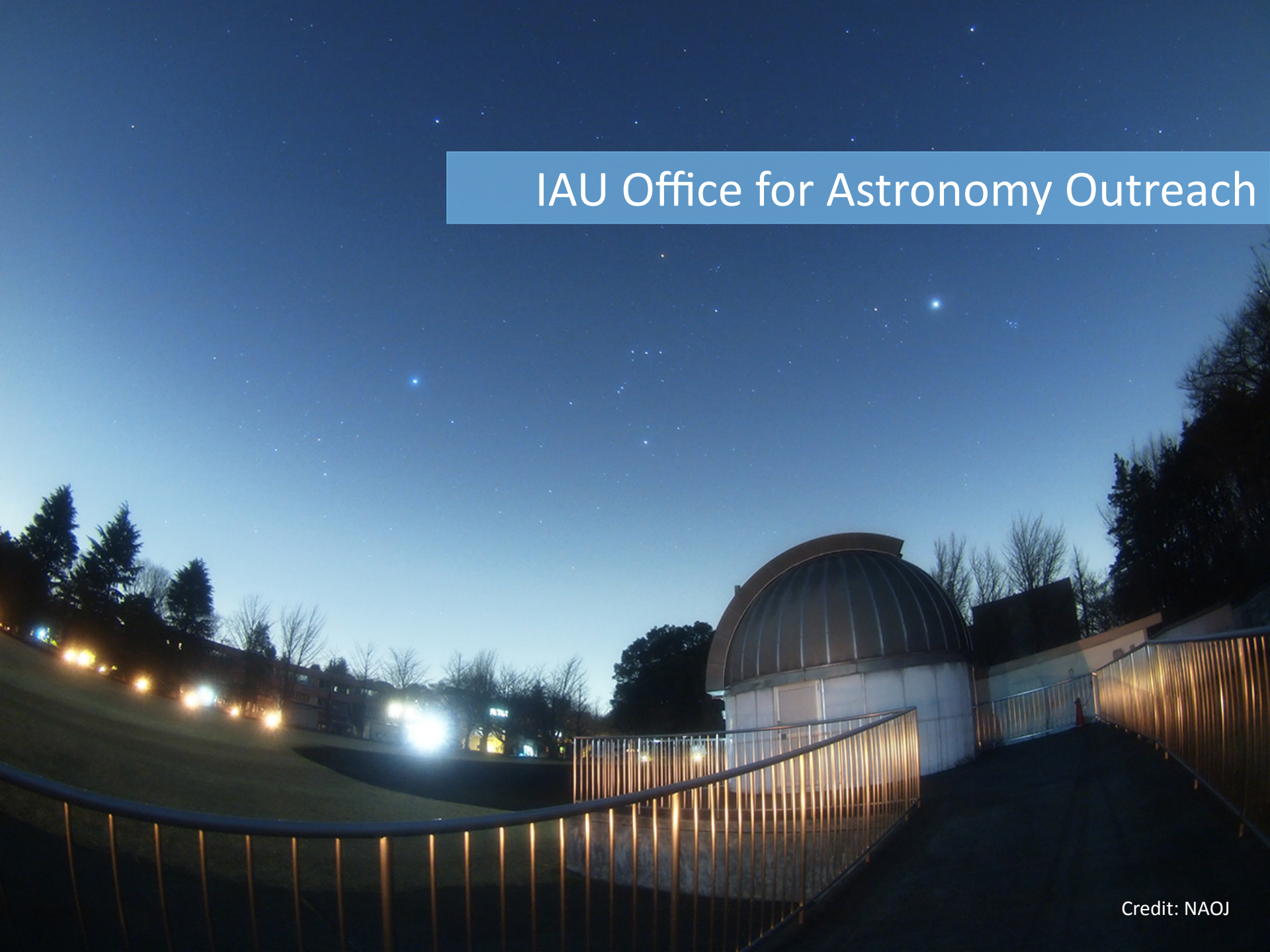
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ASTRONOMSKA GODINA
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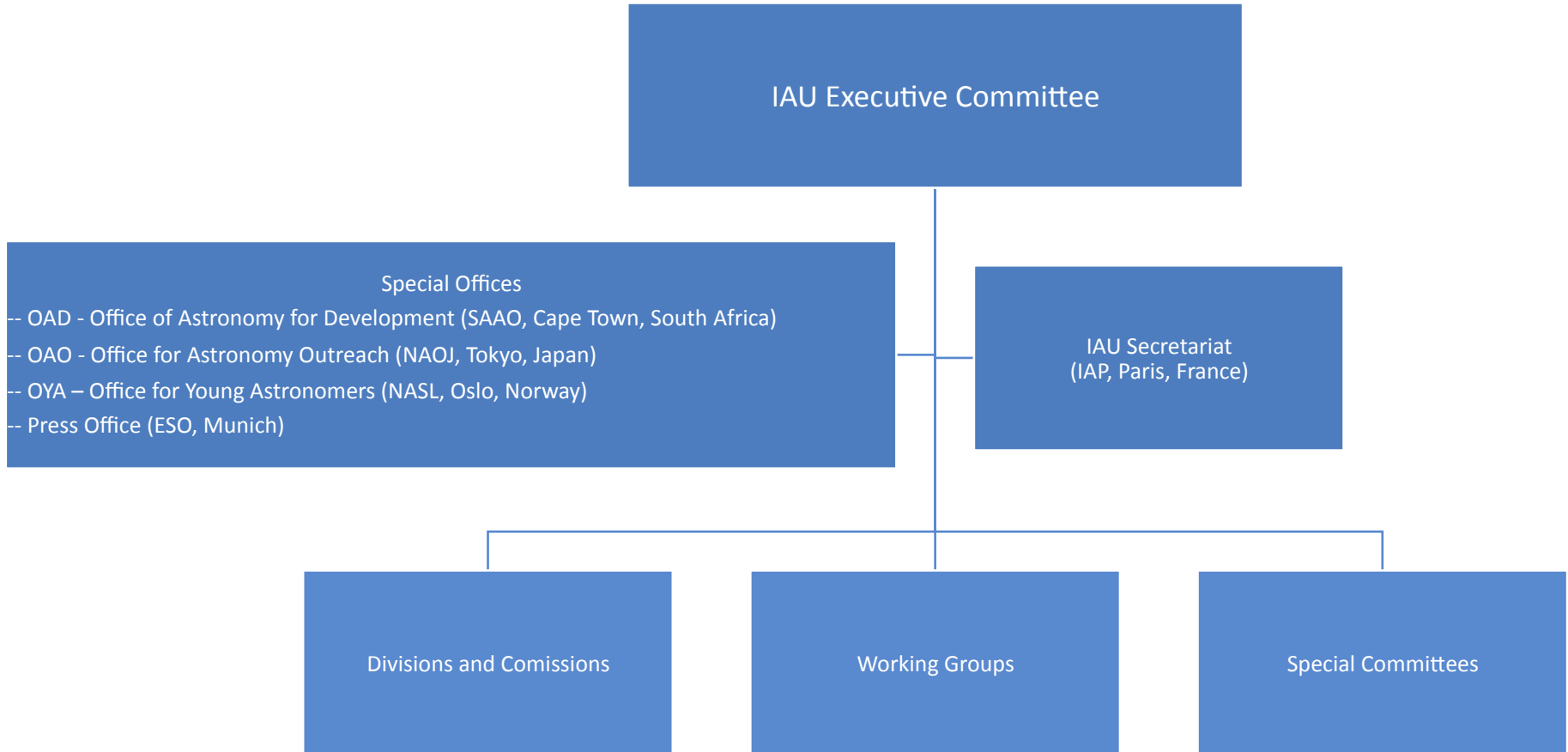
السنة الدولية لعلم
الفلك
2009

IAU Office for Astronomy Outreach





Administration of the International Astronomical Union (IAU)



Mission

- **hub** for coordinating public outreach activities around the world
- To make it easier for the public to **access information** about our Universe
- **local and global** astronomy events
- **building networks** to support and disseminate information to the amateur astronomy and public outreach communities



International Astronomical Union Office for Astronomy Outreach

www.iau.org/public



Implement
special **Global
Projects**



Coordinate
with **National
Contacts**



Network with
**Global
Stakeholders**



Maintain the
**Database of
Organizations**



Distribute Astronomy
**Information and
News**



**Communicate
Astronomy
with the public**



Answer
Public Enquiries



Manage
Social Media



Promote
Global Activities

outreach@iau.org

Hosts



Sponsors



OAO Strategy 2014-2015

Since the OAO was still at the beginning of its setting up stage, therefore the OAO was focused on set up the infrastructure by

- expanding the office, increasing **human resources**
- **synergizing with NAOJ** to create the OAO's working environment and support
- **constructing the platform** for global astronomical organizations and events
- reactivating the **national outreach network**
- connecting the amateur astronomers and public through the global **NameExoWorlds** and **IYL CosmicLight** projects
- **networking** with international stakeholders, in particular in the Asia-Pacific region
- **visiting the funding agencies** to strengthen the partnership
- producing **newsletter and communications products**

OAo Communications

1. Produce **astronomy outreach newsletter** to circulate latest astronomy outreach events, updates for the International Year of Light, NameExoWorlds contest, highlights from some large-scale regional projects and inspiring outreach activities. The mailing list contain 4000 subscribers.

The screenshot shows the IAU Astronomy Outreach Newsletter website. At the top, the IAU logo and "INTERNATIONAL ASTRONOMICAL UNION" are displayed. A navigation bar includes links for Home, About IAU, Member Directory, Site Map, Contact Us, and Login. Below this is a menu with categories: News, Science, Publications, Administration, Education, IAU for the Public, Astronomy for Development, and International Year of Light. The main content area is titled "IAU Astronomy Outreach Newsletter 2015 #1 (January 2015)". It lists 12 items in this newsletter, including articles from the editor, shared stories, and contributions. A section titled "0) From the Editor" provides an overview of the opening ceremony of the International Year of Light 2015. Two featured articles are highlighted: "1) CosmicLight IYL2015: Galileoscope" and "2) CosmicLight IYL2015: Light: Beyond the Bulb". The right sidebar contains a search bar, social media links for Facebook, Twitter, and LinkedIn, a section for the IAU General Assembly in Hawaii, and a subscription form for the e-newsletter.

- facebook.com/InternationalAstronomicalUnion
- @IAU_org

The screenshot shows the Facebook profile page for the International Astronomical Union (IAU). At the top, there is a navigation bar with the Facebook logo and a login section. The profile header includes the IAU logo, the text "The International Astronomical Union is on Facebook.", and a "NameExoWorlds" banner. Below this, there are buttons for "Sign Up" and "Log In", and a list of actions: "ORGANIZATIONS REGISTER", "ORGANIZATIONS PICK EXOWORLDS TO BE NAMED", "ORGANIZATIONS SUGGEST NAMES", and "PEOPLE VOTE THEIR FAVORITE NAMES". The profile name is "The International Astronomical Union" with the subtitle "Non-Governmental Organization (NGO)". The page shows 3,570 likes and 2 visits. The "ABOUT" section states: "Founded in 1919, the International Astronomical Union (IAU) promotes and safeguards the science of astronomy through international cooperation." The "PHOTOS" section displays a grid of images, including a moon, a woman, and various astronomical events. A recent post from April 8 at 1:04am is titled "Media Invitation for the XXIX General Assembly of the International Astronomical Union #iau2015" with a link to the IAU website. The post includes a photo of a meeting and mentions "Credit: The International Astronomical Union /Lars Holm Nielsen".

The screenshot shows the Twitter profile page for the International Astronomical Union (@IAU_org). The profile header includes the IAU logo, the name "Astro Union", and the handle "@IAU_org". It states "Founded in 1919, the International Astronomical Union (IAU) promotes and safeguards the science of astronomy through international cooperation." and provides the website "iau.org". The profile statistics are: 102 tweets, 68 following, 1,578 followers, and 8 favorites. The "Tweets" section shows three tweets:

- A pinned tweet from Feb 2: "Light: Beyond the Bulb exhibition, #CosmicLight activity for #IYL2015. Find one near you! lightexhibit.org/iyl/exhibits" with a photo of the exhibition.
- A tweet from Apr 8: "Media Invitation for the XXIX General Assembly of the International Astronomical Union #iau2015 [ow.ly/Lku8o](http://www.iau.org/news/pressreleases/detail/iau1503/)" with 2 retweets and 1 like.
- A tweet from Mar 24: "Vote for names of newly discovered features on Pluto & its satellites! CC @NASA @NewHorizons2015 @setiinstitute ow.ly/KKjZp" with 3 retweets and 1 like.
- A tweet from Mar 20: "Professor Thaisa Storchi Bergmann wins the L'Oréal-UNESCO Award @4womeninscience ow.ly/KADKe" with 2 retweets and 1 like.

 The right sidebar shows "Who to follow" with accounts like "Your Mom's Agency", "Anthony Rushton", and "MarsPhoenix". It also includes "Trends" such as "#全日本もう帰りたい協会", "#IWY", "#unite2015tokyo", "#i2015", "#loghoro", "#回復の兆し", and "#tama954". At the bottom, there is a copyright notice: "© 2015 Twitter About Help Ads info".

National Outreach Contacts

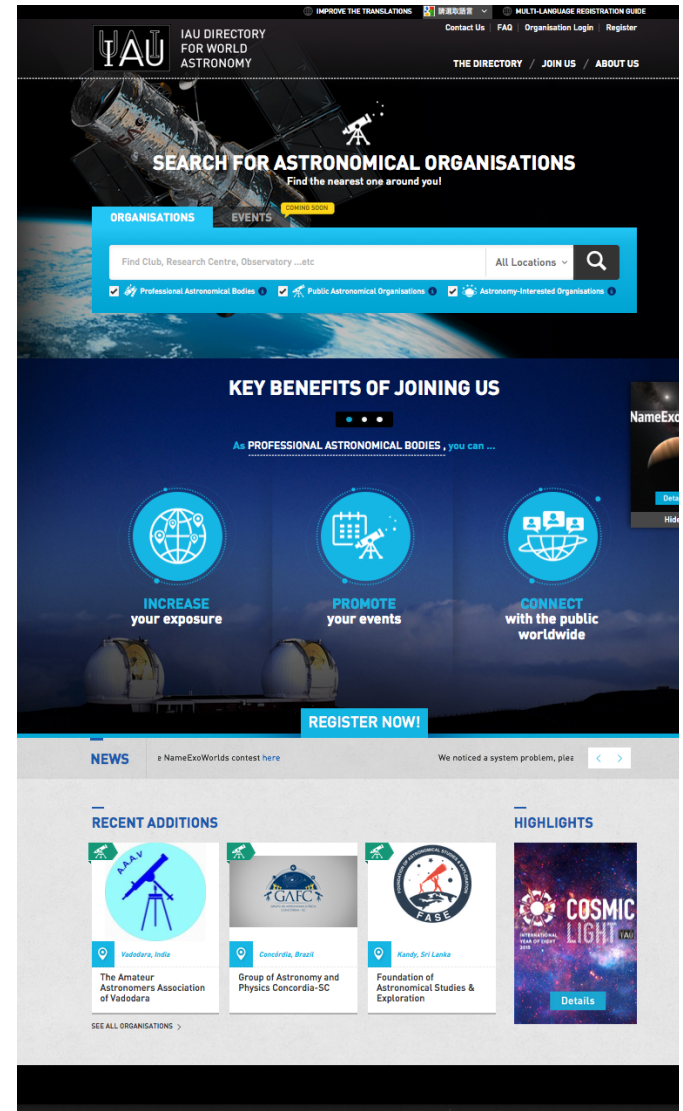


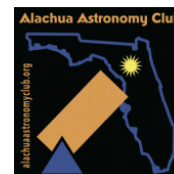
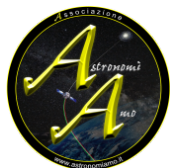
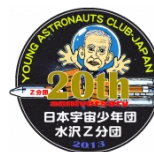
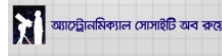
66 NOCs were selected. The NOCs are working together with IOC on distributing news at national level and support OAOs' work.

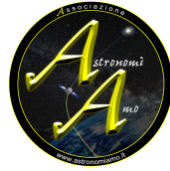
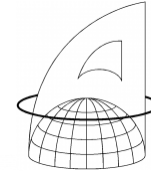
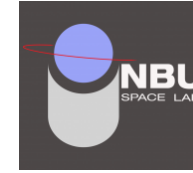


The IAU Directory of World Astronomy

- to connect the international astronomical community
- develop and maintain a database of international astronomy outreach and amateur networks associations
- platform for astronomical organizations for joining the NameExoWorlds contest
- The first phase of the homepage (<http://directory.iau.org>) was launched at October 2014
- 2nd phase: global astronomical events calendar system
- astronomical facilities database









463 organisations from 64 countries has registered in the website





EVENTS

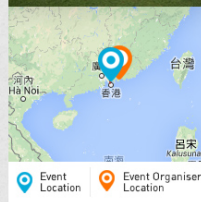
Nov 10, 2014 - 7:00 PM Hong Kong

NSN Telecon: Astronomers without Borders

Organizer | Ho Koon Nature Education cum Astronomical centre

SHARE

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Event Location | Event Organiser Location

Tags

Research, Education, Astronomy activities, Society

Report a problem

EVENT INFORMATION

Event Date	Nov 10, 2014 - 7:00 PM <small>[UTC+08:00] Beijing, Chongqing, Hong Kong, Urumqi</small>
Event Organiser	Ho Koon Nature Education cum Astronomical centre <small>(co-organisers: Student Astronomy Club, HKUSTSU)</small>
Event Location	101 Route Twisk, Tsuen Wan, Hong Kong <small>Tsuen Wan, Hong Kong, China</small>
Target audiences (geographically)	National <small>(Hong Kong)</small>
Target audiences (Type)	students, teachers
Target audiences (age)	19-25, 26-35
Website	http://www.hokoon.edu.hk/
Languages	Chinese
Fee	Free of charge


Around **PSR 1257+12** are the first three exoplanets found orbiting a neutron star.


NameExoWorlds

An IAU Worldwide Contest to Name Exoplanets

#NameExoWorlds



 @IAU_org

 InternationalAstronomicalUnion

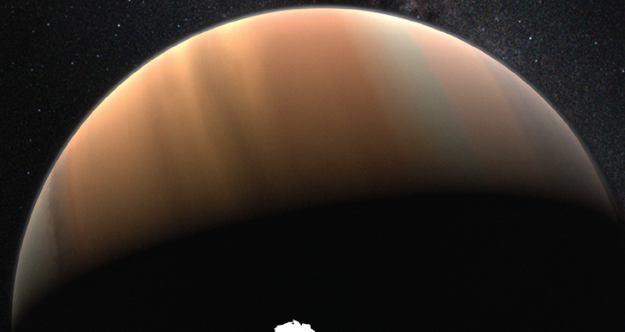


In association with
ZOONIVERSE

NameExoWorlds

An IAU Worldwide Contest to Name Exoplanets

A list of 305 well-characterized exoplanets, discovered prior to 31 December 2008, has been selected for naming by the IAU Exoplanets for the Public Working Group and is being published on the [NameExoWorlds.org website](http://NameExoWorlds.org). These exoplanets belong to 260 exoplanetary systems comprising one to five members, in addition to the host star.



1 Organisations register

Astronomy clubs and non-profit organisations interested in naming these exoplanets shall register on the IAU Directory for World Astronomy website (directory.iau.org).



2 Organisations pick Exoworlds to be named

Organizations will be asked to vote for the 20-30 top exoplanetary systems they wish to name out of the list provided by the IAU.



3 Organisations suggest names

Organisations send in proposals for the name(s) of members of these selected systems (including the host star) for one exoplanetary system.



4 People vote their favourite names

The general public will be able to vote to rank the proposed names. The IAU and Zooniverse will be ready to handle a million votes or more worldwide.

The IAU, via its Public Naming of Planets and Planetary Satellites Working Group, will oversee the final stages of the contest, and will validate the winning names from the vote. The results will be announced at a special public ceremony held during the IAU XXIX General Assembly in Honolulu, USA, 3-14 August 2015.

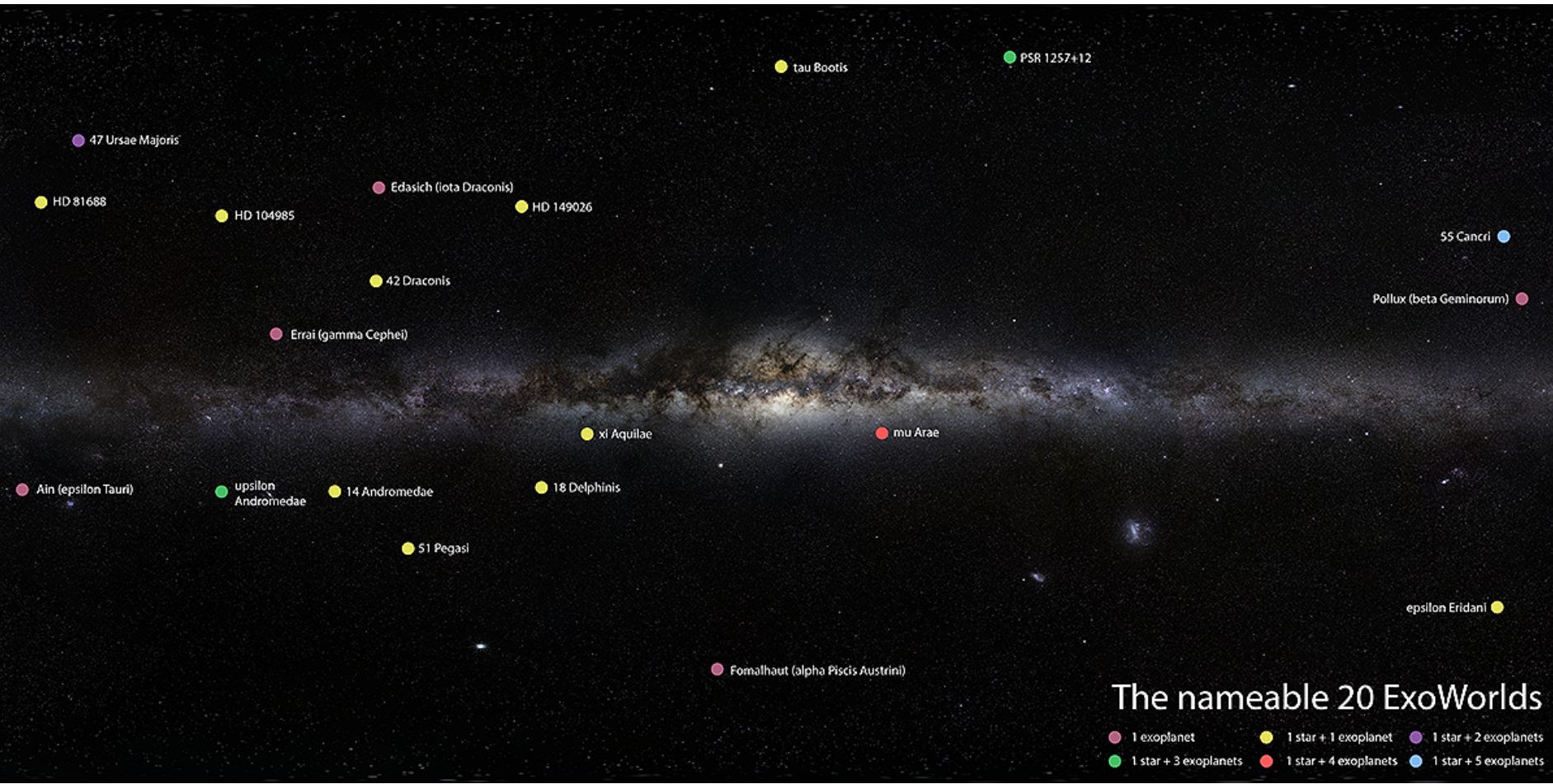


NameExoWorlds

Artist's impression of an exoplanet

Credit: IAU/Government of Australia (gcn survey.org)

Iota Draconis b gamma Cephei b Fomalhaut b beta Geminorum b 14 Andromedae b 14 Herculis b 16 Cygni B b 18 Delphinus b 4 Ursa Majoris b 47 Ursae b 51 Pegasi b 61 Cygni b 69 Virg b 71 Crater b BD-10 3166 b BD-17 63 b beta Picoris b CoRoT-7 b CoRoT-9 b HD 10180 b HD 102195 b HD 102272 b HD 102583 b HD 106352 b HD 10647 b HD 10697 b HD 107148 b HD 10812 b HD 109749 b HD 111232 b HD 114386 b HD 114729 b HD 114762 b HD 114783 b HD 11506 b HD 117618 b HD 117618 b HD 118203 b HD 11977 b HD 120246 b HD 1237 b HD 129612 b HD 130323 b HD 13189 b HD 132406 b HD 134987 b HD 136618 b HD 139357 b HD 140937 b HD 142 b HD 142022 A b HD 142415 b HD 143361 b HD 145777 b HD 147513 b HD 149026 b HD 149143 b HD 153950 b HD 154346 b HD 154672 b HD 154857 b HD 156846 b HD 159868 b HD 16041 b HD 16417 b HD 164922 b HD 167042 b HD 168443 b HD 168760 b HD 170046 b HD 170921 b HD 172028 b HD 173756 b HD 173416 b HD 175541 b HD 177830 b HD 178921 b HD 179079 b HD 179949 b HD 183269 b HD 187085 b HD 188023 b HD 189733 b HD 190647 b HD 192263 b HD 192699 b HD 193019 b HD 196050 b HD 196885 A b HD 19994 b HD 202206 b HD 2039 b HD 205759 b HD 20782 b HD 208487 b HD 20868 b HD 209458 b HD 210277 b HD 210702 b HD 212301 b HD 213240 b HD 216437 b HD 216770 b HD 219828 b HD 221287 b HD 222582 b HD 224693 b HD 23079 b HD 23127 b HD 231701 b HD 23296 b HD 24040 b HD 2638 b HD 27894 b HD 28185 b HD 30177 b HD 330075 b HD 33283 b HD 33564 b HD 3651 b HD 37605 b HD 38329 b HD 39091 b HD 40979 b HD 41004 A b HD 4113 b HD 4203 b HD 4208 b HD 4308 b HD 43691 b HD 45350 b HD 45652 b HD 46375 b HD 47536 b HD 48265 b HD 49674 b HD 50499 b HD 50554 b HD 52265 b HD 5339 b HD 63454 b HD 6434 b HD 65226 b HD 66428 b HD 68988 b HD 70573 b HD 70642 b HD 72659 b HD 73236 b HD 73267 b HD 73534 b HD 75289 b HD 75898 b HD 76900 b HD 7922 b HD 80606 b HD 81040 b HD 81688 b HD 83443 b HD 574 b HD 85602 b HD 88233 b HD 89307 b HD 89744 b HD 92788 b HD 93083 b HD 99109 b HD 99492 b Iota Horologii b kappa Corinae b epsilon b 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Vote Now

Instructions

1. No registration is required.
2. Each device (computer or smartphone) can vote once and only once for each of the 20 systems.
3. No change is allowed after the vote.
4. For only rare cases, if multiple users on a single machine wish to vote, please file a special request using [this form](#) (in English).
5. All spam will be removed.
6. Deadline of the vote is Oct 31, 2015 23:59 UTC.

20 nameable systems



Ain (epsilon Tauri)


Vote

Number of planets 1

Constellation (English) the Bull

Host Star Visibility Visible to the naked eye

Host Star V magnitude 3.5



Edasich (iota Draconis)

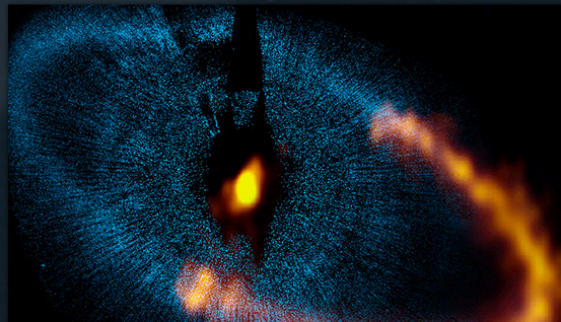
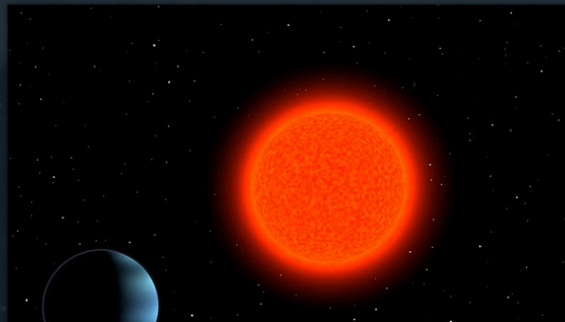
Vote

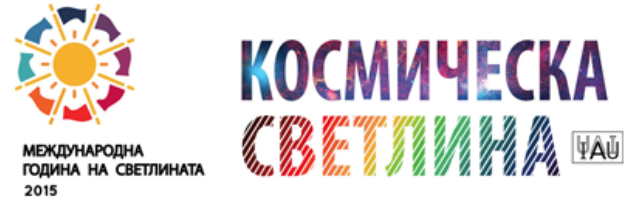
Number of planets 1

Constellation (English) the Dragon

Host Star Visibility Visible to the naked eye

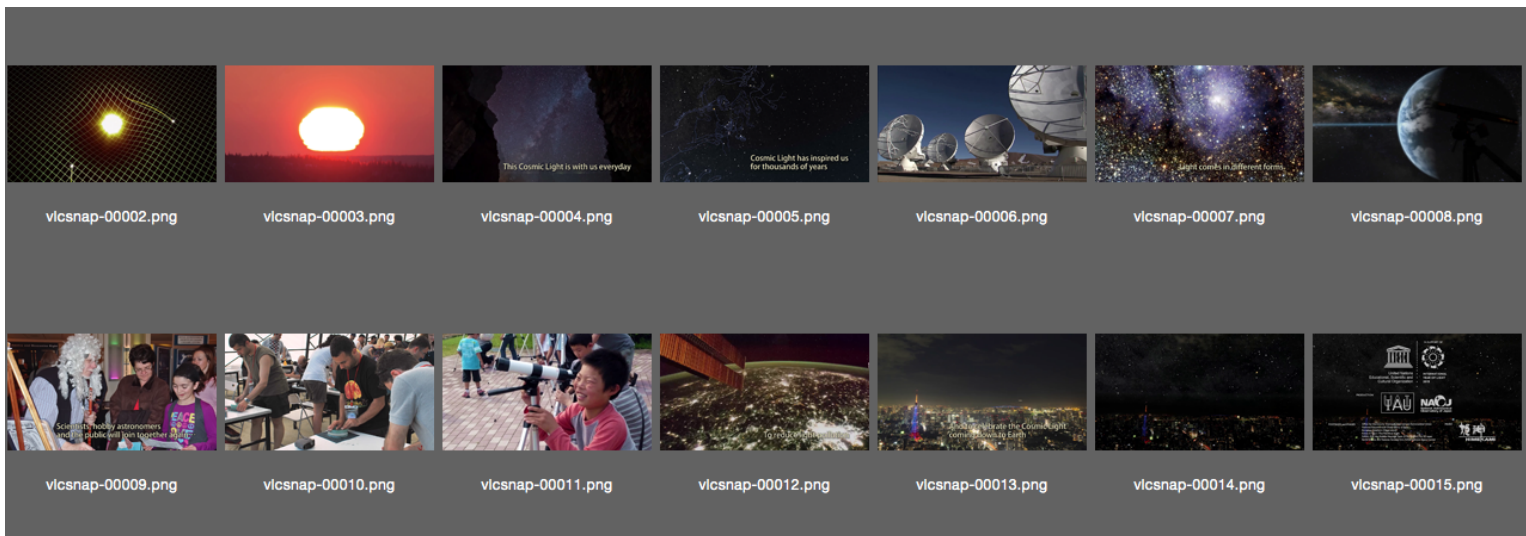
Host Star V magnitude 3.3



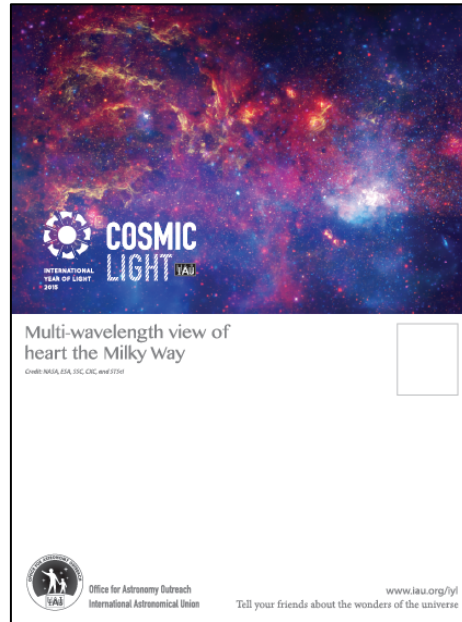
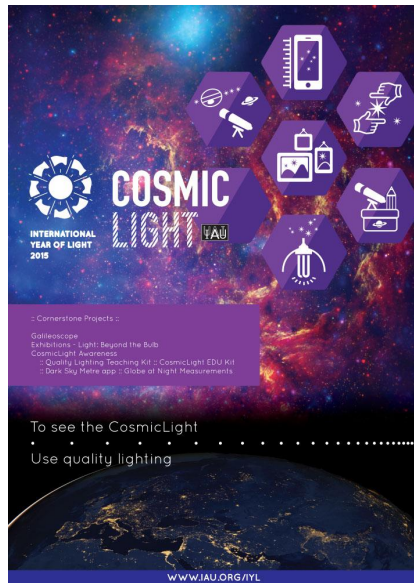


IYL2015 Cosmic Light Theme

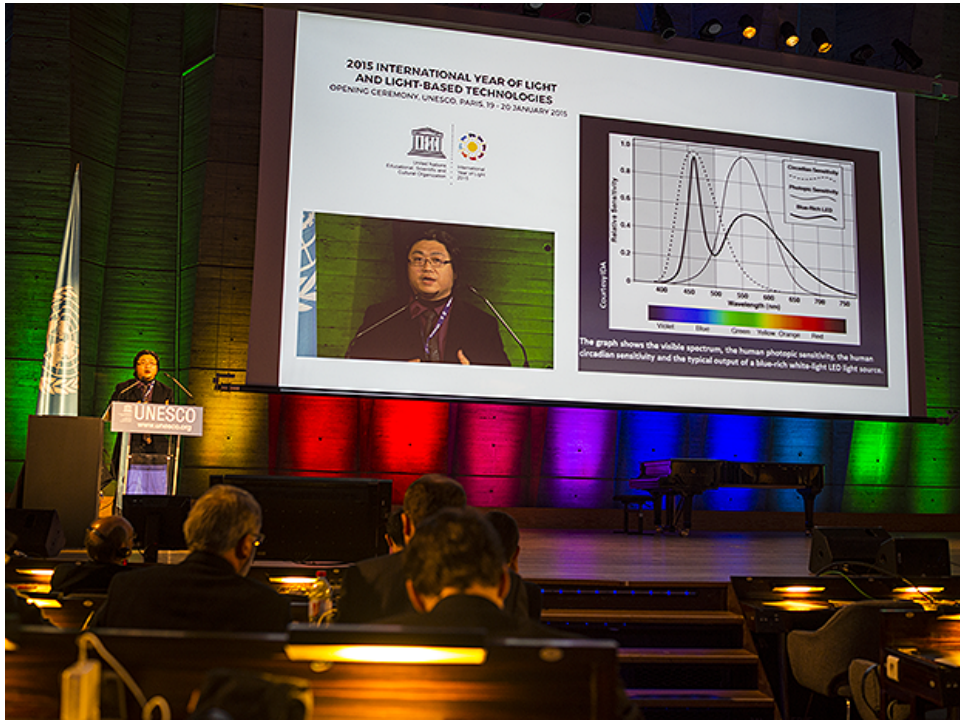
- communication hub for Cosmic Light
- produce communication products like logos, video, postcard, poster and translated them into different languages
- logo in 13 languages, and video in 15 languages



- 3000 posters were mailed to 100 countries



- coordinate with different IYL projects in particular with the cornerstones to promote the projects
- published regular IYL2015 news on outreach newsletter and social media
- worked with the IDA Education committee to share resources about light pollution with the public



Plan for 2015-2016

Year 2015 is the International Year of Light, and OAO will focus on coordinating and promoting the activities. For the remaining quarter of the year, OAO will focus on the setting up the translation network to attack the language barrier problem. Below are a list of OAO plan for 2015-16:

- Promote the CosmicLight IYL2015 events, and address on the global light pollution problem
- Publish the 2nd phase of the IAU Directory of World Astronomy with global event calendar function
- Create the Astronomy Translation Network of helpers to solve the language barrier problem.
- Expand the National Outreach Contacts (NOCs) network and enhance the communications
- Streamline the workflow with NAOJ and ESO (IAU Press Office)
- Set up the internship program at OAO and provide 2 internship positions for graphics design and IT.
- Publish more often on IAU social media and homepage
- Synergize with OAD, in particular with the regional nodes, to address to the developing region.
- Make visits to the countries prioritized by the number of astronomers (e.g. US, UK) and by popularization (e.g. India, Indonesia)

Div C involvement

- General – networking through OAO
- Channels back to OAO
- C1 – the educators network
- C2 -- CAP conference
- C3&C4 – outreach on astronomy history and heritage
- Connect OAO with amateurs, educators, communicators



CAP 2016

C O L O M B I A

Communicating Astronomy with the Public

**Best practices and
new trends in
communicating astronomy**

**May 16th
to 20th**

Medellín, Colombia

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