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Production of outreach materials for astronomical community

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1.1 Dissemination Level

Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

1.2 Content

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2. Deliverable

2.1 Introduction

Astronomy has a powerful appeal that can be used to reach the general public and to make it aware of the excitement of science and its importance for society. Radio astronomy in particular has the advantage that the public easily visits the icons of its trade, the large radio telescopes, as they stand in readily accessible parts of the country. Many of the facilities in the RadioNet3 consortium have visitor centres, open to the general public.

The RadioNet3 partners have a wide range of expertise in reaching the general public, although all of them generally aim at advertising the local accomplishments. This work package will show the outreach effort of Radionet3 on an European scale. RadioNet3 helps the single facilities to share their expertise among each other, integrating the sometimes sub-critical individual efforts.

Explicitly, the objectives of this task are:

- To integrate the outreach activities of the major radio observatory programmes in Europe. This makes possible the creation of high quality materials and assures to harness the full potential of national efforts that are closely related and often overlap.
- To develop new high quality outreach and educational material (including multi- media) and exhibits, that
 - can be tested in the Visitor Centres (VCs),
 - are translated with relatively low effort (native speakers of almost every European language are involved in radio astronomical outreach activities)
 - can be used by all RadioNet3 partners, but also by other institutions for astronomical research, colleges, local schools, etc.
- To pool human resources and exchange expertise in order to develop best practice and establish standards., assuring this way an efficient use of limited resources.

This work package is led by INAF and coordinated by the RadioNet3 management (MPIfR).

2.2 Outreach material

In 2012 RadioNet3 has produced several different outreach materials for the astronomical community. Two groups have been addressed:

1) RadioNet3 partners

2) Astronomers participating in scientific events partially supported by the RadioNet3 project.

On the RadioNet3 outreach wiki page you can find detailed information about the available material, descriptions, pictures and information concerning the stock and the ordering methods:

<http://www.radionet-eu.org/radionet3wiki/doku.php?id=na:outreach>

Currently the following material is available:

- **RadioNet3 roll-up displays** – For the exposition at workshops, conferences and exhibitions, we offer 3 displays that represent the RadioNet3 programme - one showing the aims of RadioNet3, one presenting the TNA programme, one presenting the NA and JRA scopes. The complete set-up was displayed at the EVN Symposium in Bordeaux (see Fig. 1).



Fig.1 RadioNet3 roll-up displays presented at the 11th EVN Symposium, 9-12 Sep. 2012, Bordeaux, France (<http://evn2012.obs.u-bordeaux1.fr/>)

- **RadioNet3 flyer** – 1000 items have been produced in order to describe the overall goals of the RadioNet3 programme and the aims of their individual activities: TNA, NA and JRA. Basic information about the entire range of offered infrastructures (TNAs) shows their central role in the RadioNet3 project.



Fig.2 RadioNet3 flyer

- **TNA bookmarks** – 500 items for each individual TNA have been designed and produced. They attract the potential users of the telescope by explaining the infrastructure, its technical and scientific possibilities as well as the use of the TNA programme (see Fig.3).



Fig.3 RadioNet3 TNA bookmarks

- **Conference folders** – 1000 high quality white folders with the RadioNet3 logo and basic contact information, such as the programme webpage and postal addresses have been produced for astronomical events.
- **Notepads** – 1000 notepads of 25 pages with the RadioNet3 logo and the webpage address have been produced for astronomical events.
- **Pens** – 500 high quality white pens with the RadioNet3 logo have been produced for the participants of astronomical events.
- **Stickers (2000), post-its (1500), balloons (5000)** – All with the RadioNet3 logo. They have been produced for advertising purposes.



Fig.4 RadioNet3 TNA pens, folders, stickers, post-its and notepads

Additionally, the RadioNet3 management has created an A0 size poster and a short movie presenting the RadioNet3 programme. Both of them can be downloaded from the RN3 wiki page:

<http://www.radionet-eu.org/radionet3wiki/doku.php?id=na:outreach>

The WP leaders advise the local organisers to present the poster and the movie at the events financially supported by RadioNet3.

All outreach material is offered to the local organisers of events financially supported by RadioNet3. The shipping costs are covered by the RadioNet3 project. The demand for 2012 is shown in Fig. 5

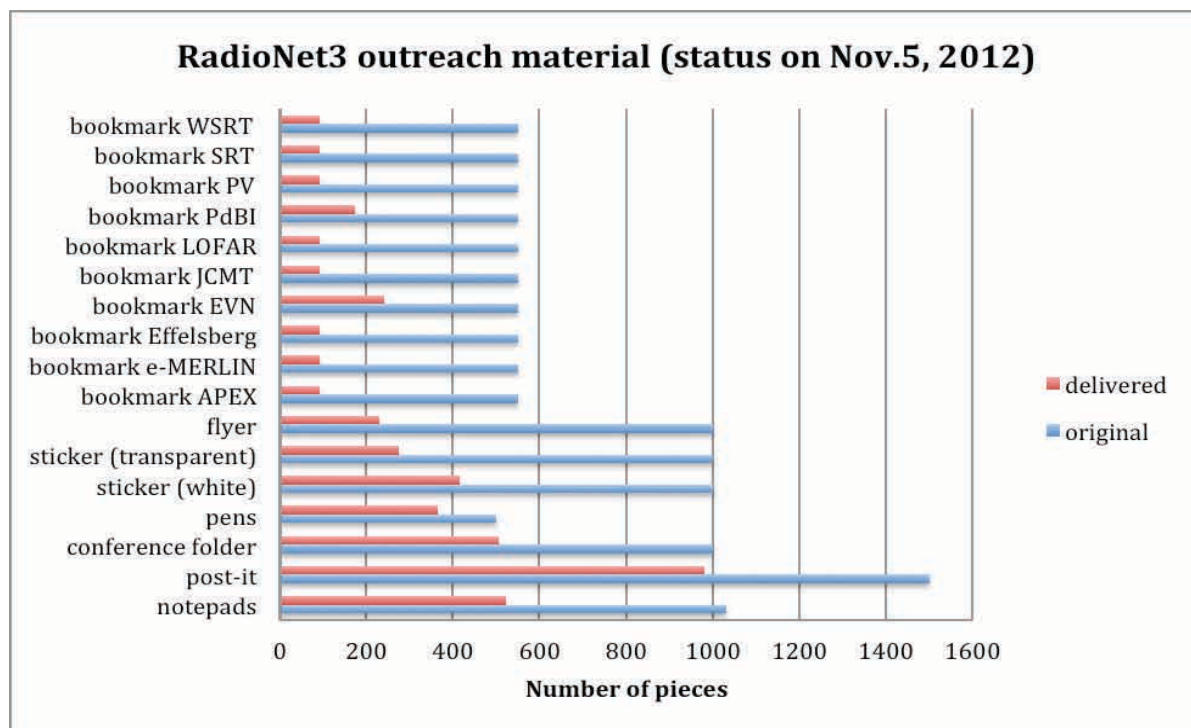


Fig.5 Diagram showing the demand on the offered RadioNet3 outreach material

2.3 Summary

The demand from the local organisers of astronomical events shows that the RadioNet3 is well known in the astronomical community. The outreach material does not only advertise RadioNet3 among the astronomical society but additionally reduces the cost of the events for the local organisers.

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