

THE UNIVERSE, YOURS TO DISCOVER





United Nations Educational, Scientific and Cultural Organization International Astronomical Union

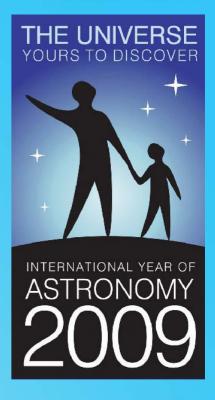
The International Year of Astronomy

Vision

To help the citizens of the world rediscover their place in the Universe through the day and night time sky, and thereby engage a personal sense of wonder and discovery.

Celebration

A global celebration of astronomy and its contributions to society and culture, highlighted by the 400th anniversary of the first use of an astronomical telescope by Galileo.



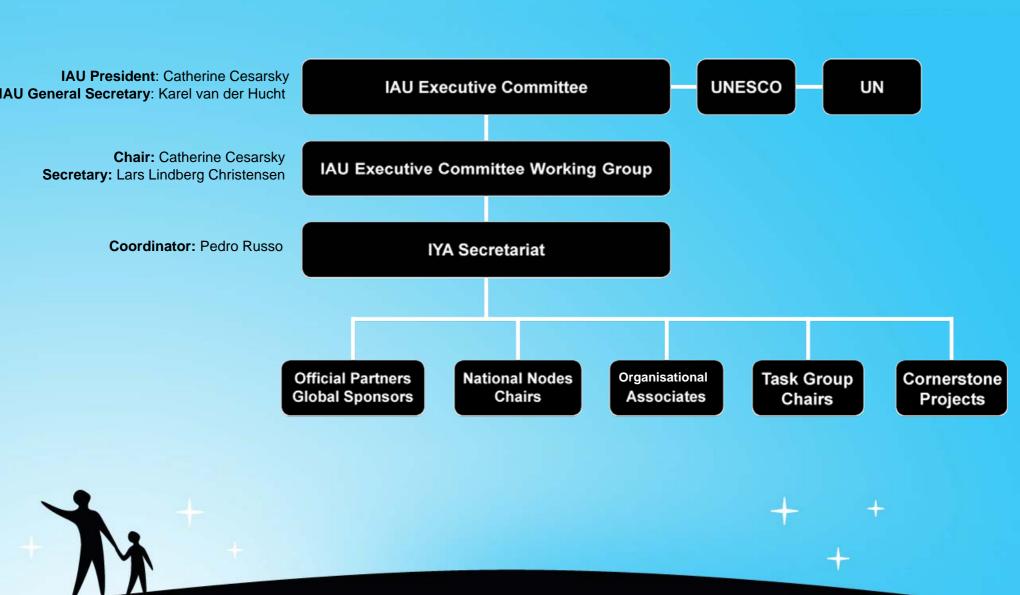


Goals & Objectives

o Increase scientific awareness.

- Promote widespread access to new knowledge and **observing experiences**.
- Empower astronomical communities in **developing countries**.
- Support and improve formal and informal science education.
- Provide a modern image of science and scientists.
- Facilitate new **networks** and strengthen existing ones.
- Improve the gender-balanced representation of scientists at all levels and promote greater involvement by underrepresented minorities in scientific and engineering careers.
- Facilitate the preservation and protection of the world's cultural and natural heritage of dark skies and historical astronomical sites.

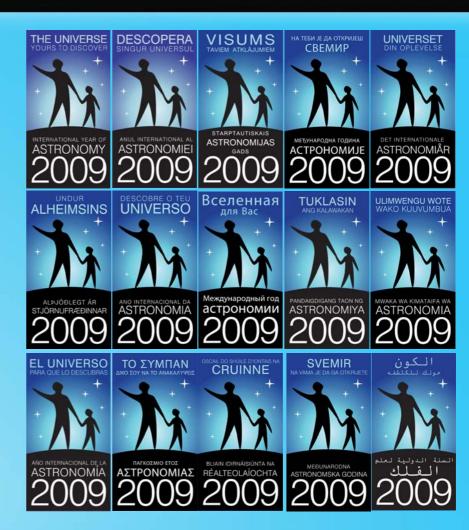
Organisational Structure



Current Status (203 days to go...)

- 118 National Nodes / Aim: 140 Nations
- 64 National Websites

- Organisational Nodes
- O 16 Organisational Associates
- 11 Cornerstone Projects
- O 2 Special Projects
- o 11 Special Task Groups





100 Hours of Astronomy

- 100 Hours of Astronomy Global Cornerstone Project
- Task group co-chairs:
 - Mike Simmons (Astronomers without Borders) mikes@astronomerswithoutborders.org
 - Douglas Pierce-Price
 (ESO) dpiercep@eso.org
- A 100-hour, round-the-clock, round-the-globe event, including
 - –24 hours of live webcasts from research observatories
 - public observing events, star
 parties, and other activities





24-hour Live Observatory Webcast

- A unique live webcast over 24 hours
- Follow night and day around the globe, visiting large research observatories
- Follow the nighttime for optical/infrared, but also include solar/radio/space observatories
- Find out what astronomers are doing now
 - Who is observing?
 - What are they researching?
 - What do they hope to discover?
 - What are the conditions like tonight?
- Ask the astronomers questions
- See exclusive astronomical images from each observatory
- Perhaps even vote for observations to be made that night



24-hour Live Observatory Webcast

- Webcast to be hosted by presenter(s) at ESO Garching
- A guide for participating observatories will be provided, including a baseline hardware/software "reference platform" needed to take part
- Each observatory segment will last approximately 10-15 minutes, giving up to about 100 observatory segments in total
- Basic structure of each segment:
 - Prerecorded footage (~5 minutes), e.g. daytime view of optical observatories, background information to set the scene
 - Live interview and discussion (~10 minutes), e.g. talk about what observations are being made and reveal an exclusive astronomical image
 - Details depend on individual observatories. Other possibilities include: observations chosen by the public; answering questions posed in advance on web forum
- "Listen again" archive will be available, in addition to further material from observatories not
 participating in the live 24-hour webcast. Part of a rich "100 Hours of Astronomy" website, featuring
 global event listings and timetables, discussion forums, and uploaded material.





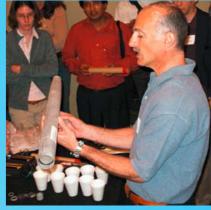
Galileoscope

Millions looking at the sky

- Design a telescope kit of high educational utility and optical quality
- Manufacture and distribute one million inexpensive but high-quality telescope kits
- Build in maximum educational value and utility: Integrate kits into basic inquiry-based educational material on image formation and telescopes for more extended education programs.
- Design a professional development programme for educators to increase the reach of the kit
- Chair: Rick Fienberg (USA)





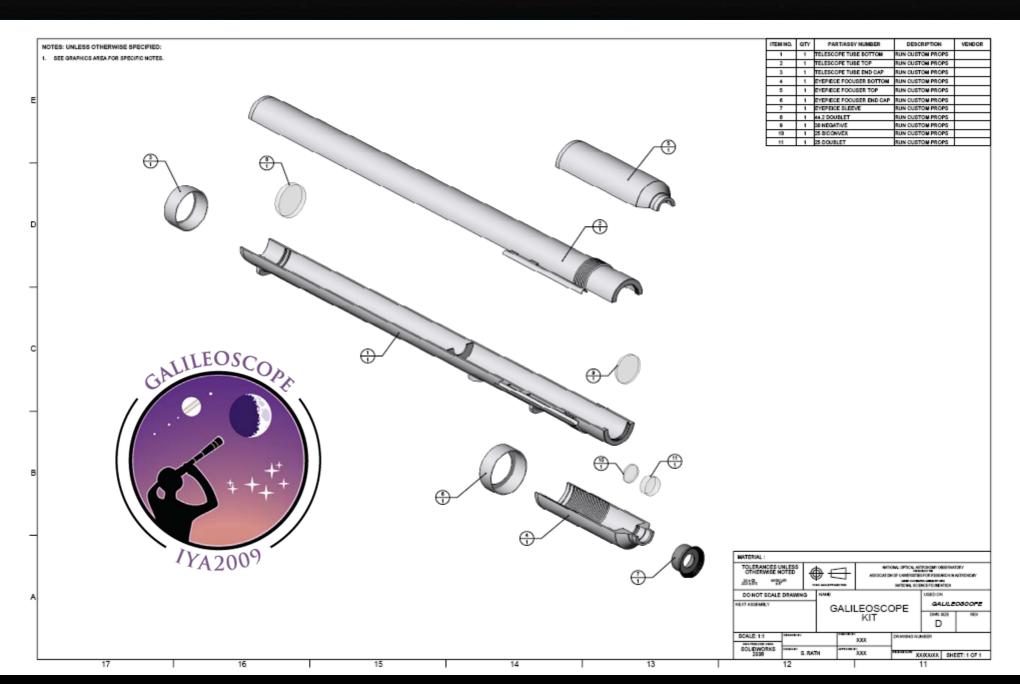


www.galileoscope.org



Galileoscope

Millions looking at the sky



The life of an astronomer

The Cosmic Diary - Blog

- Astronomers will blog about their life, families, friends, hobbies, and interests, as well as their latest research findings and the challenges that face them in their research.
- They represent a vibrant cross-section of female and male working astronomers from around the world
- 24 bloggers from 24 countries.

Cosmic Diary - Book

- Blogger's Profile
- Institution's Profile
- Feature Article

Cosmic Diary - Documentary

 Documentary featuring some of the bloggers, in collaboration with National Geographic Europe.

Chair: Mariana Barrosa (IAU/ESA/Hubble)

www.cosmicdiary.org





The life of an astronomer

The Cosmic Diary is not just about astronomy.

It's more about what it is like to be an astronomer.

The project has three different and complementary components:

The Cosmic Diary Blog:

Professional astronomers will blog in text and images about their life, families, friends, hobbies, and interests, as well as their work – their latest research findings and the challenges that face them in their research.

The Cosmic Diary Book:

- ~24 chapters, each corresponding to one blogger.
- Photos and text about the city or region where the blogger works;
- Photos and text about the scientific institution where the blogger works;
- Photos and text about the blogger;
- Feature article with scientific explanation written by the blogger.

The Cosmic Diary Documentary:

TV documentary with interviews with the bloggers



The life of an astronomer

The bloggers represent a vibrant cross-section of female and male working astronomers from around the world. They will write in many different languages and come from five different continents

We have now confirmed 27 candidates, from Belgium, Benin, Brazil, Croatia, Finland, France, Germany, Indonesia, Israel, Jordan, Lithuania, New Zealand, Norway, Philipines, Portugal, Serbia, Spain, South Africa, Sudan, Tajikistan, Turkey, Uganda, USA and Vatican City.

12 bloggers have already writen their feature articles which are now being edited in a wide range of scientific topics like:

- •Astrometry
- •Evolution of the Earth-Moon system
- Looking at Titan: an Earth-like world
- •Exoplanets: the quest to find another worlds
- •Star formation
- •Sun-Earth interaction:the sun shines to all
- •Meteorites
- •The great universal cookout: the origin of elements
- •The ins and outs of a star
- •Our evolving Universe

The life of an astronomer

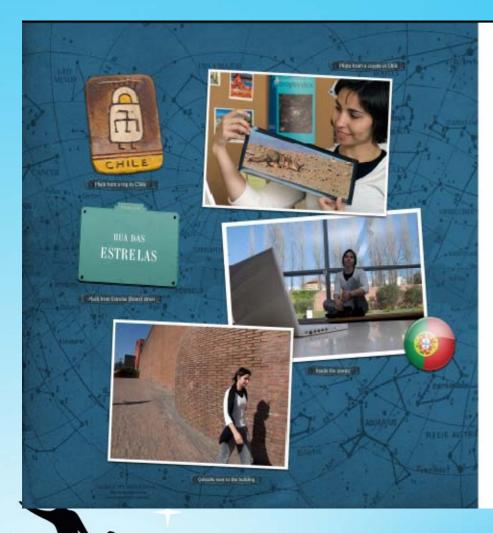


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The life of an astronomer



The life of an astronomer





Universe

The main objective of the team is to further

for understanding of the decompose and

evolution of hispe-stals appointing in this

Universal. This is achieved by suplating thes

these of consecutive constituinting community is all

parameters relevant to the formation and

evolution of large-scale structure to the Deletence, identification of physical process

Astronomical Instrumentation

method in the hernation and enducted of

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Rewards in the Routhern Disnighters (BDO) and of the Rissonan Jaiwe Agency (BDO) and

to contrilluite to the long term development of

Astronomy in Parland.

Centro de Astrofísica da Universidade do Porto (04017)

The Orntro-ity Ascentizion its universidade de Parto is a substitive private association of the Ordermity, recognized of public utility, which started ins activities to Devoter 1930.

Its objective include the presention and wagned of Astronomy Corwegh, research, education at the gundance and undergraduate levels, antistics for Prizeway and Swemshery Bellowie and tarinsin and readnewsheredance of Astronomy.

The essential activity at CAUP is organized in free large activity learns on the following reprise

Origin and Evolution of Stars and

Fluctust The large injectimes of the team new to address the response interact of the flucthermodel physics during the formation and resilution of acces and gluces. Both Observational and moduling compensate are addressed.



Junna das Benches Bergis Aarmans was leem in Gombirns (Portragal) en Reptenber 8, 1979; dibe was the first of two daugtness of Junie end Junityk, respectively, and shart to Alexanders. Aarmans, After Bring in Ceinbes with the age of 18, Junna left in study Physics and Applied Mathematics – Aarmanny in the University of Ports, Shor Beinheid the Lionexistum in 2003 und sharted as M.-Se, en the spectraly orperties of Thurn stars, also as the University of Ports, an student show was an explained for the data as a student show was an explained for the data, a partiable planetarian's that takes astronomy to schada, and for this Flowattarian of Ports until the end of her M.Se. In 2004.

In 2004 she started a Ph.D. thesis on embedded clusters and star formation with Dr. Joko Alyas and Frof. Teresa Lags. The first two years of the thesis were divided between CAUP Porto, Portugal) and EBO (Damhing, Demoary), When Dr. Judo Alves moved to the Calar Alto Onservatory joguant, the thesis continues between Porto and Graziada (Spain). In 2008 she had her first experience to a university. instarer, responsible for insching data reduction and photometry to senior year students of the Licenstations in Astronomy also hereoff had completed a few years inform. As an observational estronemer, she visited the Chilson observatories La filla aud Paranal at least once a veur aircut the beginning of her thesis. She will finish her Ph.D. Gresia in early 2008 and will then continue hier sendemic curver in star and planet demotion in a yet unknown location. Apart from natronomy, she is involved in a project for the development of technological asitutions for cinema intil embryonis), and his a social project for the diffusion of free outputs in wheels.

101005

The life of an astronomer

Chair: Mariana Barrosa, IAU/ESO/IYA2009, Portugal Coordination/Edition: Lee Pullen, UK Design: André Roquette Web development: Nuno Marques Photography: António Sá

Avivah Yamani, Rigel Kentaurus, Indonesia Astronomy weblog, Indonesia
Alice Enevoldsen, Pacific Science Center, USA
Alberto Krone Martins, Universidade de S. Paulo / Universite de Bordeaux, Brazil
Kevin Govender, South African Astronomical Observatory, South Africa
Henri Boffin, ESO, Public Affairs Department, Belgium



The Portal to the Universe



Why, what, how, when

- WHY: Hard to keep track of the myriad of daily new press releases, images, animations and illustrations
- WHAT: A one-stop shop for all the astro-news
- **HOW**: An IYA2009 Cornerstone Project, partly funded by a generous in-kind donation from ESA/Hubble
- WHEN: Prototype ready Nov. '08, open doors Jan. '09



The Portal to the Universe

The Portal to the Universe — A one-stop universe of news

1.Enabling access: To *aggregate* (pull) from content providers incl. all astronomy-related dynamic content (e.g. RSS feeds of blogs, images, news, etc) and distribute (push) to the users;

2.Index and archive: To collect and maintain a central repository of useful information, including resources such as educational materials and more, addresses for all astronomy stakeholders such as amateur clubs, planetariums, observatories etc.

3.Enabling communication and collaboration: Create and maintain a network of all stakeholders incl. establishing a social network for all astronomy interested.

PORTAL TO UNIVERSE

www.portaltotheuniverse.org









ASTRONO 2009

The Universe - LIVE

















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01 Jan. 2009 04:28:39 | ESA/HUBBLE



Home | About PTTU | Sitemap | Collaborative Area | Contact us

#1 | Hazy red sunset on extrasolar planet

Welcome James Galileo | Account | Search

RSS MyPTTU

AstroNews Highlights | Link



01:09 11:18 | Geminids in 2007

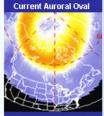
Lunar POD



01.09 09:02 | Lunar Orbiter IV Earth Science POD



01.09 07:22 | Antisolar Arcs



Lastest Picture







01.09 12:02 | Hubblecast E12 The Sun

Latest Podcast

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> Observatories Astronomical societies and groups

→ Planetariums/science centers

Speaker's/Writer's Bureaus

Equipment manufacturers

Educational facilities Equipment Manufacturers

Public Advocacy groups

Public Outreach groups

Publications

Research departments Space artists

Astronomy-related travel agencies

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Registered Users

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Password:	

Media Search				
Videos:				
Images:				



read more...

#2 Astronomers discover youngest exoplanet 01 Jan. 2009 04:24:23 UT | MPG: German astronomers reported this week that they have discovered the youngest

01 Jan. 2009 04:24:23 UT | ESA/Hubble: The NASA/ESA Hubble Space Telescope has given astronomers a fascinating new insight into the atmosphere of a planet in orbit

Coverage: BBC, Earth & Sky | Comments: 14 | Views: 2009 | Rating: ****

around another star. The observations provide evidence of the presence of hazes in the...

extrasolar planet found to date, a world that is still ...

Coverage: CNN, CNBC | Comments: 14 | Views: 2529 | ****

#3 | Deep Impact spacecraft flies past Earth

01 Jan. 2009 02:48:02 UT | NASA: NASA's Deep Impact spacecraft flew past Earth on New Year's Eve, a maneuver that puts the spacecraft on course for an extended mission to another... read more...

Coverage: CNN, LA Times | Comments: 24 | Views: 3258 | ****

#4 | LSST Receives \$30 Million from Bill Gates

01 Jan. 2009 01:52:23 UT | LSST: The Large Synoptic Survey Telescope (LSST) Project is pleased to announce receipt of two

Coverage: SkyBlog, CNN | Comments: 31 | Views: 5014 | *****

#5 | Jets Are a Real Drag

01 Jan. 2009 01:24 UT | CfA: Astronomers have found the best evidence yet of matter spiraling outward from a young, stillforming star in fountain-like jets. read more...

Coverage: BBC, ARD | Comments: 23 | Views: 2009 | ★★★★

More news

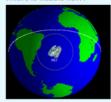
12 Apr. 2009 17:43 UT | ESA: Ariane 5 - sixth and final launch of 2007 12 Apr. 2009 16:29 UT | NASA/GSFC: WHITE DWARF STAR PULSES LIKE A PULSAR 12 Apr. 2009 12:10 UT | LIGO Sheds Light on Cosmic Event 12 Apr. 2009 10:56 UT | Subaru: SAY ALOHA TO NEW HICIAO CAMERA ... 12 Apr. 2009 09:20 UT | ESO: Flare found on ultra-fast rotating star..





SPACECRAFT LIVE!

Where is Hubble now?



Where is ISS now?

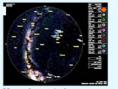


More spacecraft ...

Observing LIVE!

VLT Observatory Observing: Orion Nebula (18:09:50 -19:43:48) http://www.eso.org/VLT 11 minutes ago from web

Jodrell Bank Observatory



More observatories...



Lasco CZ EIT 284



FLARE	0-24 hr	24-48 hr
CLASS M	10 %	10 %
CLASS X	05 %	05 %

and UNESCO initiative

An IAU

12 Apr. 2009 09:20 UT | ESO: Flare found on ultra-fast rotating star.. 12 Apr. 2009 02:25 UT | NRAO: New View of Distant Galaxy Reveals Furious ... 11 Apr. 2009 23:20 UT | NASA/HUBBLE: MARS: CLOSEST APPROACH 2007

AstroBlog Highlights | more blogs

Mars got womped

08 Apr. 2009 01:24 UT | ACast: Let's face it, impacts are cool. Big, small, it really doesn't matter. Everyone likes a good geological train wreck... view entry | Comments: 23 | Views: 2009 | ****

Northern Clouds of Saturn

06 Apr. 2009 22:06 UT | TBlog: This Cassini shot of Saturn's northern hemisphere does a fabulous job of showing the banding and storms within... view entry | Comments: 35 | Views: 2009 | ****

If ET Calls, Would We Be Told?

25 Mar. 2009 13:54 UT | UTBlog: f a verified message from aliens is ever received, would the public be told about it? SETI - the Search for ... view entry | Comments: 03 | Views: 2009 | ****

Cool Shuttle pix

18 Mar. 2009 19:48 UT | BABlog: I am still filming Skeptologists, but for now, feast your eyes on these way cool pictures of the external tank of the ... view entry | Comments: 92 | Views: 2009 | ****

Highest Rated Today | 3 days | week | month

12 Apr. 2009 10:02 UT | Sun. 4/27 - National Radio Astronomy Observatory Open House 12 Apr. 2009 03:54 UT | Mysterious Universe 12 Apr. 2009 11:05 UT | Enoch Gives an Astronomy Lesson 12 Apr. 2009 21:28 UT | Crash collider destroys universe 12 Apr. 2009 08:59 UT | Hubble snaps a dead star on the rise 12 Apr. 2009 18:12 UT | Launch Pad Astronomy Workshop Participants for 2008 12 Apr. 2009 20:36 UT | Short Waves of Activity in the Satellite Universe

Sky Events

Che	erry Sp	rings	State	Park	Clea	r Sky	Chart	
2008-04-07 Local Time	M 2 301234		Tuesday 111111	11112	222			
Cloud Cover: Transparency: Seeing: Darkness:								
Wind: Humidity: Temperature:							Click	for Help

© 2008 A.Danko. Created with data from: 🌳 Environment Environ

Asteroid	Date(UT)	Miss Distance	Mag.	Size
2005 WJ56	Jan. 10	10.9 LD	11	1.2 km
<u>1685 Toro</u>	Jan. 24	76 LD	13	6.2 km
2007 TU24	Jan. 29	1.4 LD	10	400 m

Latest Podcast

01.09 12:02 | Astronomy Cast Ep. 69: The Large Hadron





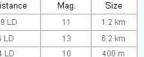




01.09 12:02 | Hubblecast E12 The Sun







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AA

Astronomy and World Heritage Universal treasures

UNESCO and the IAU are working together to implement a research and education collaboration as part of UNESCO's Astronomy and World Heritage project.

This programme provides an opportunity to identify properties related to astronomy located around the world, to preserve their memory and save them from progressive deterioration.

IAU Contact: Karel van der Hucht (IAU General Secretary)







Universe Awareness One place in the Universe

Universe Awareness is an international outreach activity that aims to inspire young disadvantaged children with the beauty and grandeur of the universe.

Universe Awareness illustrates the multicultural origins of modern astronomy in an effort to broaden children's minds, awaken their curiosity in science and stimulate global citizenship and tolerance. Using the sky and children's natural fascination with it as common ground.

Chair: Carolina Ödman (NL)







She is an Astronomer

Breaking down misconceptions

Promoting gender quality and empowering women is one of the United Nations Millennium Development Goals. The IYA2009 Cornerstone project, She is an Astronomer, will promote gender equality in astronomy (and in science in general) and tackle gender bias issues by providing a web platform where neutral information and links about gender balance and other related useful resources are collected.

Chair: Francesca Primas (ESO)

www.sheisanastronomer.org



SHE IS AN ASTRONOME



- History
- Support Information
- Portrait Diary
- Ambassador Programme
- International Conference

She is an Astronomer

Breaking down misconceptions

Task Group

- Chair: Francesca Primas, (Italy, ESO)
- Eniko Patkos (Hungary, ESO)
- Helen Walker (UK, Rutherford Appleton Laboratory)
- Chris De Pree (USA, Agnes Scott College of Atlanta)
- Mary Beth Laychak (USA, Hawaii, Canada-France-Hawaii Telescope)
- Maria Lugaro (Italy, currently at the Astronomical Institute, University of Utrecht)
- Gloria Dubner (Argentina, Instituto de Astronomía y Física del Espacio)
- Yiping Wang (China, Purple Mountain Observatory in Nanjing)
- Sarah Maddison (Australia, Centre for Astrophysics & Supercomputing, Swinburne University of Technology)
- Danielle Alloin (France, CNRS)
- Lebohang William Kompi (Lesotho, National University of Lesotho)
- Patricia Knezek (USA, NOAO, Tucson)
- Doug Duncan (USA, Dept. of Astrophysical & Planetary Sciences, University of Colorado)



Home

Support to Female Astronomers Ambassador Programme History of Female Astronomers Events Documents Links Sponsors About Us Contact



WHAT IS SHE IS AN ASTRONOMER?

Approximately ¼ of all professional astronomers are women. The field continues to attract women and benefits from their participation, but there is a wide geographical diversity, with some countries having none, and other having more than 50% female professional astronomers. Moreover, the significant number of female dropouts hints at the fact that scientific careers are heavily affected by social and cultural factors, and are not determined solely by ability.

The IYA2009 Cornerstone Project She is an Astronomer aims at promoting gender equality in astronomy (and in science in general) and at tackling gender bias issues, by providing a web platform where neutral information and links about gender balance and other related useful resources are collected.

www.sheisanastronomer.org



Dark Skies Awareness

Seeing in the dark

3 Main Programmes:

- GLOBE at Night (in March
- Great World Wide Star Count (in October)
- How Many Stars (January, February, April through September, November and December).

Partnering with Other Programs on Dark Skies Related Events:

- World Night in Defence of Starlight (April 20)
- Earth Hour (March 28)
- Inter)national Dark Sky Week
- International Sidewalk Astronomy Night,
- IYA2009 Cornerstone Projects:
 - 100 Hours of Astronomy
 - Galileo Teachers Training Programme.

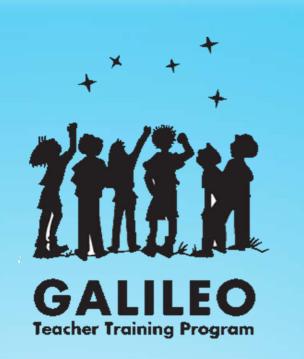
Chairs: Connie Walker (NOAO)



www.darkskiesawareness.org



Galileo Teachers Training Programme



Chairs: Rosa Doran (Portugal) &Jim Manning (USA)

www.galileoteachers.org

- **Global network** of global coordinator and six regional nodes for coordinating teacher professional development using astronomy education tools.
- IYA2009-related astronomy **resource kit**, with both physical and online elements, for adaptation as necessary around the world.
- Web-based repository of project resources, both educational and network-related.
- **Professional development** teacher workshop created with Galileo Trainers and executed by same and coordinated through the network.



From Earth to the Universe

EARTH TO Universe

From Earth to the Universe endeavors bring the wonderful astronomical images to a wide audience in non-traditional venues. In delivering these images (and the science behind them) to public parks, metro stations, art centers, and other locations, we wish to engage individuals who might normally ignore or even dislike astronomy, or science in general.

Chairs: Kimberly Kowal Arcand & Megan Watzke (USA)

www.fromearthtotheuniverse.org





From Earth to the Universe

FROM EARTH TO THE UNIVERSE EXHIBITION

INTERNATIONAL YEAR OF ASTRONOMY 2009



Developing Astronomy Globally

Astronomy needs to be developed, both professionally (universities, research), publicly (communication, media) and educationally (schools) in various countries that do not have strong astronomy communities. It will include such activities as research exchange programmes, young astronomer development programmes, astronomy communication training including workshops and resource sharing, infrastructure development where possible.

Chair: Kevin Govender (South Africa)





Global Cornerstone Projects

IYA2009 Goals Cornerstone projects	Scientific awareness	access to knowledge and observ- ing experi- ences	Astronomi- cal com- munities in developing countries	Formal and informal science education	Modern image of science and scientists	Networks	Gender- balanced represen- tation of scientists	Preservation of dark skies and historical astronomical sites
100 Hours of Astronomy								
The Galileoscope								
Cosmic Diary								
The Portal to the Universe								
She is an Astronomer								
Dark Skies Awareness								
Astronomy and World Heritage								
Galileo Teacher Training								
The Universe Aware- ness								
The Universe from the Earth								
Developing Astronomy Globally					1			

The World at Night Special IYA2009 Project

The World At Night is a new programme to create and exhibit a collection of stunning photographs of the world's most beautiful and historic sites against a nighttime backdrop of stars, planets and celestial events. The eternally peaceful sky looks the same above all the landmarks and symbols of different nations and regions, attesting to the truly unified nature of Earth as a planet rather than an amalgam of human-designated territories.

Very strong links with some IYA2009 Cornerstone Projects: From Earth to the Universe, Dark Skies Awareness and IAU/UNESCO Astronomy and World Heritage

Leader: Babak Tafreshi (Iran)



The World At Night





400 Years of the Telescope Special IYA2009 Project

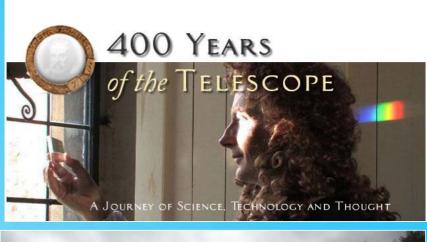
• **High definition documentary**, 400 Years of the Telescope, to be distributed internationally for broadcast in 2009. Cinematic version available for theater and IMAX theaters

• Companion **full-dome and traditional planetarium** programme, *Two Small Pieces of Glass*, distributed by International Planetarium Society.

• Coordinated **outreach programmes** with educational organizations, amateur astronomy organizations, national broadcasters and planetariums.

• 400 Years of the Telescope companion coffee table **book**

•Producer: Kris Koenig





www.400years.org



Special Task Groups

- Opening event at UNESCO, Chair: Francoise Combes (France)
- Closing Event (under establishment)
- EU Seventh Framework Programme, Chair: Claus Madsen (ESO)
- Kepler, Chair: Terry Mahoney (UK)
- Galileo, Chair: Paolo Galluzzi (Italy)
- IYA2009 New Year's Eve Events, Chair: Helen Sim (Australia)
- Solar Physics, Chair: Bruno Sánchez-Andrade Nuño (Spain)
- Evaluation Chairs: Pedro Russo and Mariana Barrosa (ESO)
- Philatelic, Chair: Michael C. Howell (USA)
- New Media, Chair: Pamela Gay (USA)
- o Extra solar Planets, Chair: Jean Schneider (USA)



World Wide Celebration

- 115 National Nodes
- Aim: 140 Nations
- The largest astronomical (EPO) network ever!



World Wide Celebration

e.g.:

- Sidewalk Astronomy
- Astronomy Olympiads
- Open Doors
- Star parties
- Public Talks
- Exhibitions
- Stamps
- Science Cafés
- Websites
- Documentaries



Sidewalk Astronomy







Exhibits



Planetarium Shows

World Wide Celebration



Stamps



Contests



ÖBB EC 669: "Astronomiejahr 2009"



Schools



Statues

Movies



Communication Products



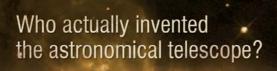
Website

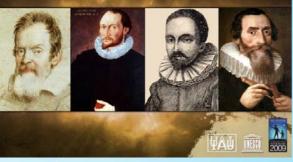
- Version 1 (January 2007)
- Version 2 (May-June 2008)
- Trailer
- Brochures
 - Ver. 1 (October 2006)
 - Ver. 2 (September 2007)
 - Partnership Opportunities (October 2007)
 - Ver. 3 (April 2008)

Communication Products



Astronomy

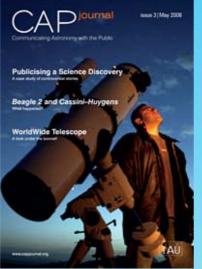




- Weekly newsletters
- Presentations
 - IYA2009 General
 - Who actually invented the astronomical telescope?
 - Astronomy
- Poster
- Guidelines
 - SPoCs
 - Branding and Identity
 - Cornerstone Projects
 - IYA2009 Global Projects
 - Evaluation

Communication Products





Product s Catalogue

- Movies
- Performances
- Books
- •...
- Communicating Astronomy with the Public Journal

IYA2009 Evaluation

Objectives

To evaluate the results of the IYA2009 according to the pre-established objectives, as well the impact of the IYA2009 on the public, media, institutions and scientific community.

Deliverables

- 1. Evaluation Guide to SPoCs and Task Group Chairs
- 2. Develop a global evaluation strategy for the IYA2009 initiative
- 3. Support and advice the different IYA2009 projects in terms of evaluation
- 4. Establish a partnership(s) with Universities and Research Institutions in order to set up a centralized data coordination and analysis center, in the frame work of a research project.

5. Process and interpret the data collected by the IYA2009 Secretariat based in the evaluation reports of the several projects and national programmes.

6. Produce, revise and approve the final IYA2009 Evaluation Report



Meetings

ESO (Garching, Germany), 3-4 March 2007 www.communicatingastronomy.org/iya_eso

CAP2007 (Athens, Greece), 8–11 October 2007 www.communicatingastronomy.org/cap2007

MEARIM2008 (Cairo, Egypt), 5-10 April 2008 http://www.mearim.cu.edu.eg

AAS 212thMeeting, joint with the **ASP** (St. Louis, USA), 1-5 June 2008 http://www.aas.org/meetings/aas212

APRIM2008 (Kunming, China), 3-6 August 2008 http://aprim.ynao.ac.cn

JENAM2008 (Vienna, Austria), September 2008 http://www.univie.ac.at/jenam2008

Communicating Astronomy with the Public 2007

Communicating Astronomy to a Global Audient http://www.communicatingastronomy.org/cap2007/ Eugendes Faundation /Planetrion1 Albers.Faree 8-11 October 2007

Raland

Scientific Organizing Commit to

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tfic goals

- To prepare for the International Year of Astronomy 2009
 To make public astronomical knowledge global and accessible to everyone, a dapting communication methods to cross national, politication methods to cross national.
- social and cultural looders and impainment, imitations • To promote international collaboration • To evaluate current tools and methods and prepare for loture
- developments

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- Gase sublesand hands-on demoistrations
 Generation the Vorfule/MySpace/volcasting mediation
- Audiovisual, multimedia & unimetools
- Social impact and evaluation of astronomy communication
 Education and communication tools for the situally impaire
- Prospects of IAU Commission 55: Communicating Astronomy with the Public







IYA2009 Roadmap

Feb: IYA2009 EC EG meeting Feb: SPoCs "kick-off" meeting Aug: Secretariat structure set up Aug: Fundraising Sep: Cornerstone Projects Sep: Brochure ver. 2 Oct: CAP2007 conference Dec: UN proclamation

'03-'06 Inception '07 Planning

2003: IAU General Assembly in Sydney, AU
2005: UNESCO endorsement
2006: IAU General Assembly in Prague, CZ
2006: IAU EC WG structure set up

IYA2009 Roadmap

Jan: Opening Ceremony: UNESCO HQ, Paris, France April: 100 Hours of Astronomy Jan-Dec: Global Events Global Cornerstone Implementation Regional Events National Events Local Events Aug: IAU General Assembly in Rio de Janeiro, Brazil

'08 Preparation

'09 Implementation

Jan – Dec: Cornerstone Projects development
Jan – Dec: National programmes development
Jan – Dec: IYA2009 SPoCs Regional Meetings
May: Brochure v. 3
June/July: IYA2009 Products: Books, Movies. Brochures, etc.
July: Website v. 2
Nov-Dec: First activities and events

IYA2009 Roadmap

'10 Evaluation

Jan: Closing Event (Italy) Evaluations and Follow-up National Reports IYA2009 Secretariat Final Report CAP2010 (South Africa): the legacy of IYA2009







United Nations Educational, Scientific and Cultural Organization International Astronomical Union

www.astronomy2009.org

IYA 2009 Secretariat

Hubble European Space Agency Information Centre Space Telescope-European Coordinating Facility ESO – Garching – Munich – Germany

Contact: Pedro Russo prusso@eso.org





