

# *James Webb Space Telescope Outreach*

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# JWST Outreach Themes

## E/PO\*

### Formal Ed

Curriculum, classrooms, educational standards...

*Ex: Star Witness, SIP*

### Informal Ed

Museums, afterschool programs

*Ex: JWST traveling Exhibit, NASM discovery station*

### Public Outreach

Public talks (astro clubs, etc.), big outreach events, etc.

*Ex: World Science Festival, SXSU*

## Communications

### Media/News

Press releases, video/Multimedia, TV/film

### Print & Online Products

lithos, fact sheets, websites

### Advocacy/Conference support

Booths at science meetings, etc.

## Social Media

## Legislative Affairs

### Events

Lunch & Learn on Capitol Hill, GSFC VIP tours, Full Scale Model events

### Products

Webb Spinoffs, Product of the Nation sheet, etc.

## Outreach to Scientific Community

### Conference support

booths, Town Halls, science sessions at AAS, DPS, etc.

### Newsletters

AAS Newsletter, STScI Newsletter, Webb Update

### Web

[jwst.stsci.edu](http://jwst.stsci.edu), ETCs, etc.

\* FY13 & prior

# JWST at South by Southwest



**What:** South by Southwest is one of the largest cultural festivals in the country, with activities related to film, music, and interactive technology. The Interactive portion is a place to experience a preview of what is unfolding in the world of technology.

**Reach:** Over 30,000 registrants at free Gaming Expo, millions via social media

**Where:** inside and outside the Palmer Center, downtown Austin, TX

**When:** Friday-Sunday, March 8-10th, 2013, during SXSW Interactive, Gaming Expo



The organizers were inspired by the idea of the JWST full-scale model, and selected the mission as a centerpiece for the festival's *Science and Space Exploration* theme



# *SXSW Impact Summary*



*SXSW has been the most impactful event for the JWST mission since the program's start*

- Demonstrated a *new and more efficient way of conducting outreach*: by leveraging the resources and unique capabilities of our partners we achieved more impactful results
- Reached a *new, highly engaged audience* through leveraged social media: a new and sustained JWST footprint online
- Presenting JWST as Hubble's Successor: an engineering marvel and a scientific discovery machine for the future of astrophysics
- Meaningful and lasting engagement with the leader of our primary congressional oversight committee

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# Outreach to scientific community

AAS 221 Long Beach update

Monday	Tuesday	Wednesday
JWST booth presence Monday – Thursday (brochures, 3D simulations, ETCs, user surveys, science discussions, education events, etc)		
“Scientific Opportunities with JWST” special science session	“Planetary Society” radio show and interview about JWST	“The James Webb Space Telescope” town hall meeting
“The Galactic Center seen through the Precise, Multiplexed Eye of JWST” – google hangout with Jessica Lu	NASA hyperwall talk, “The James Webb Space Telescope”	“Solar System Exploration with JWST” – google hangout with Mike Brown and Emily Lakdawalla
	Google hangout and tweet chats based on press releases, with JWST focus.	Public talk at the Columbia Memorial Space Center, “The James Webb Space Telescope”



\*webcasted at STScI

# Social Media

Facebook: 113K likes    Twitter: 73K followers

Flickr: 400K views    YouTube: 400K views

