

outreach

2009-2012

Postgraduate student Chris Clark demonstrates how comets get their tails as they orbit closer to the Sun using liquid nitrogen and boiling water.



1.18

4.01

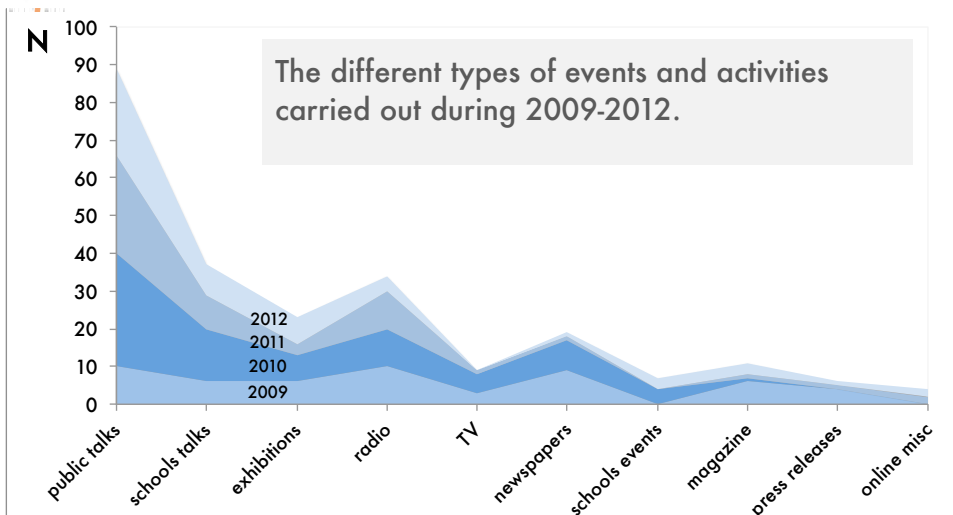
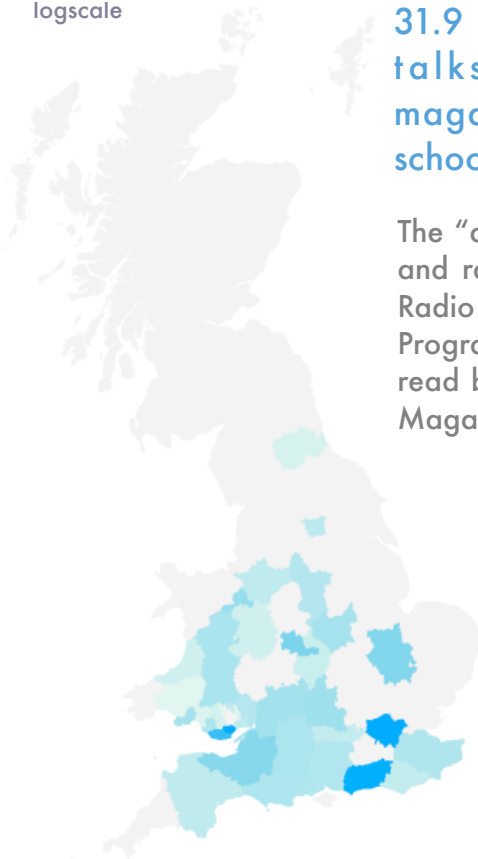
6.84

logscale

In 2009 - 2012 we reached 31.9 million people through popular talks, newspaper articles, TV, magazines, radio, exhibitions and schools talks among others.

The "audience" numbers are dominated by TV and radio shows including BBC Sky at Night, Radio 4's Material World and the Today Programme. Our magazine articles were also read by hundreds of thousands including Time Magazine.

The heat map to the left displays how many people in the UK we reached with our outreach activities (broken down by county). Notice how well served Cardiff and London are (the latter is mostly due to the large audiences for TV news and radio shows). Below is the breakdown of outreach activity from 2009 to 2012.



what we did:

89 hours

spent talking to the public

10.3 million

watched us on TV

3

stand-up comedy sets

320

teachers trained

34

radio shows

16,750

inspired school children

3.7 million

read our magazine articles

2

portraits in Royal Albert Hall