

outreach

2009

Dr Edward Gomez explaining how the Herschel Space Observatory works to members of the general public at the Antennae @ The Science Museum event in London

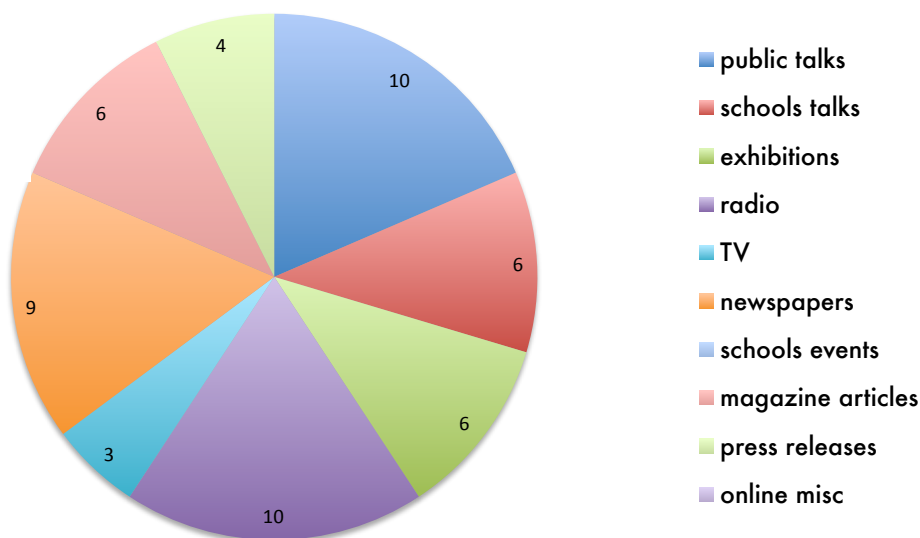
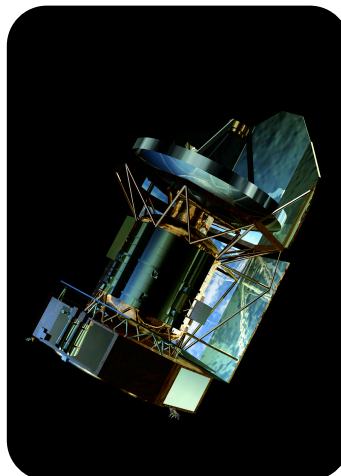
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In 2009 we reached 15.1 million people through popular talks, newspaper articles, TV, magazine articles, radio, exhibitions and schools talks among others.

The "audience" numbers are dominated by TV and radio shows including BBC Sky at Night and Radio 4's Material World. Research was featured in Time Magazine and four online Daily Mail stories.

2009 was the UN-ratified International Year of Astronomy and the School participated in many of these activities. It also included the launch of the Herschel Space Observatory (right) and the Planck Satellite leading to the beginnings of the first large outreach programme in the department, made possible through funding from STFC.



Above: the types of outreach events carried out by the School during 2009. Public talks are always popular, but we start to see increasing number of online news (these are often written by second party).

what we did:

900

members of the general public listened to our talks

2.3 million

watched us on TV

23

human-days spent exhibiting

10

radio shows contributed to

5,140

inspired school children

3.7 million

read our magazine articles

12,274

people came to our exhibitions

1

documentary screening