

## **NA1 Exchange Program Report Basic Information**

**Title: "Media relations and planetary science community. Practical activities."**

Visitor: Prof. Lidia Pokrzycka

Host: Dr. Eleni Chatzichristou, Prof. Ioannis A. Daglis

Dates of Visit: 30.01.2018 - 2.02.2018

Number of the Call: Special call for Journalists/Science Communicators

### **Home Institute/Laboratory/Company Information**

Short Name: UMCS. Lublin

Country: Poland

### **Host Institute/Laboratory/Company Information**

Short Name: IASA

Country: Greece

(1) [see list of participants](#)

## Expert Program report

This should emphasize the results of the visit in terms of improving the EPN2020 infrastructure, activities or services. Please specify information exchanged, codes developed or improved during the visit, database developments/updates, hardware improvements or any other results from the visit.

Send Your Exchange Program Call report in PDF only

The PDF filename shall be in format: NA1-CALLx-NAME\_FORENAME.pdf. For example *NA1-CALL1-DOE\_JOHN.pdf*.

**Note!** The Exchange Program Call report should be concise, maximum two pages, and it must be in English. The only allowed file format that is accepted is PDF.

## **REPORT**

The main objective of the visit was to promote links between journalists/media relations and members of the planetary science community. An additional goal was to establish cooperation in the promotion of scientific activities in social media and possible scientific publications in a scientific journal in Poland.

First of all I visited Eugenides Foundation and Planetarium with host by Dr. Manos Kitsonas (director of Planetarium) and discuss about the Planetarium activities. I was shown elements used for professional promotion of this institution, including educational films. I had the opportunity to learn about the planetarium's history and development plans.

In National & Kapodistrian University of Athens Sect. of Astrophysics, Astronomy, Mechanics (Hosts: Dr. Kosmas Gazeas, Mrs. Nantia Moutsouroufi) I met with "Space Gates" team of staff and students active in many outreach projects and we discuss about team activities. Then I present lecture about media relations and science journalism. In practice I show public relations tools, role of media relations, social media and main principles of science journalism. I show some examples of PR strategy of science institutions and case studies connected with science articles published in national daily papers in Great Britain and Iceland. "Space Gates" present me some activities connected with FB, Twitter, Youtube and science marketing events take place in Athens. We discuss about possibilities of cooperation and decided to write science articles about "Space Gates" activities in science journal "Cognitivist and media in education" in Poland. This will be activity for students in University of Athens (from projects "Space Gates" and "Planets in your hands") and young scientists. I show some examples of this kind of articles connected with PR and marketing strategies in universities and special scientific projects.

I visited the University of Athens Observatory (UoAO). Staff and students presented me research, educational and outreach activities at UoAO. We discuss about the public outreach and educational activities in the frame of the students project "Planets in your hands" The "Planets in your hands"

is a specific outreach project carried out by a team of students. The main idea of the project includes the construction of planetary surface models in square frames, giving a visual and tangible representation of a wide range of environments in Solar System. These models will be exhibited in schools, universities and private institutes. The project will be complemented with a specially developed website, including all information about the Solar System and the exhibited planets. The planetary surface frames is a portable exhibition, while all information is going to be given in several languages. The entire project will have a wider European impact, as it can be easily transported or repeated to other European cities. The group presented to me all the details of the project, already created elements, as well as forms of promotion used so far. During the discussion, we came to the conclusion that activities should be promoted more extensively, also in the form of scientific articles, giving students participating in the project points opening the way for further academic careers.

I visited National Observatory of Athens, Thessio (Hosts: Dr. Anastasia Metallinou, Dimitrios Tsimpidas) and I had tour to the telescopes. We discuss with the outreach team about history of Observatory and possibilities of cooperation. In National Observatory of Athens, IAASARS (Hosts: Dr. Evangelos Kolokotronis, Dr. Olga Sykioti) in Penteli location, I had tour to the telescopes and then we discuss about forms of effective promotion and PR strategies in astronomy.

My visit was very short but effective. I had an opportunity to visit The National Observatory of Athens (NOA), Eugenides Foundation and Planetarium, the Gerostathopouleio Observatory of the University of Athens and the National Observatory of Athens, Visitor Center in Penteli. The IASA team arrange meetings with scientists, who are engaged both in planetary research and in relevant public outreach. I presented workshops on public relations and effective media contacts. I plan to write publications about the visit in Maria Curie Skłodowska University journal "Wiadomości Uniwersyteckie". I met students and faculty staff members involved in observational astrophysics, optical instrumentation and public outreach. I met the strong motivated team who share a strong interest in the communication of planetary and space science, astronomy and astrophysics to the general public through various channels and activities. They will close cooperate with me to effectively promote projects, research/events. The IASA team arranged meetings with scientists from other institutions in Athens, who are engaged both in planetary research and in relevant public outreach. We exchanged experiences and we want to cooperate closely in the field of effective marketing and scientific activities.