



• Aims of SKA outreach and target audiences:

- The approach for each audience:
- The future:
- But first...







- To increase awareness of the SKA to **funding bodies and government**.
- To raise awareness of the scientific objectives and progress towards completion of the SKA to the **international astronomy community**.
- To assist in the presentation of the requirements of the SKA to **industry**.
- To raise awareness of the SKA in the **international media**.
- To raise awareness of the SKA amongst the **general public**.
- To provide **educational material**.



Funding bodies and governments

- SKA animation
- Factsheets
- Brochure
- Flyer
- Conferences and events
 - International SKA Forum
- Non-science benefits report





Communication of the non-science benefits

- Advances in the information and communication technology (ICT) sector;
- Renewable energy;
- Global science-industry-government linkages;
- Human capital development and employment;
- Status



International astronomy community

- **E-newsletter**
- Scientist and engineers • factsheet
- Conference presentations and ٠ displays
- Posters (science, general, • timeline)

Square Kilometre Array Newsletter Volume 19 October 2010 A message from the SPDO Feature article Scanning the Skies for Life: As rapid progress is made in Where it began, where else it exists and what it all means characterisation of the Maureen Arges Nadin proposed SKA sites. nsiderable though also going into the next Richard Schilizzi Director. SKA



Postcard ٠













- Industry factsheet
- Involve professional organisations (IET)
- Online discussions (LinkedIn, IET Forum)
- Conferences



Collective inspiration







International print and broadcast media

- Journalist factsheet
- Press releases to targeted contact list
- News updates on website
- **Responding to journalist enquiries**
- Journalist visits
- Provision of animation
- Image library





What will the SKA do and how will it do it? The final site decision will be made in 2012. It will be

The SKA will address five fundamental How do galaxies evolve and what is dark energy

Are we alone? The SKA will be able

How do galaxies evolve and what is dark energy? The expansion of the Universe has been attributed to a mysterious dark energy. The SKA will investigate the expansion of the Universe after the Big Bang by mapping the cosmic distribution of hydrogen. The

map will track young galaxies and help identify the

extraterrestrial signals and will search for complex

How were the first black holes and stars formed? The SKA will look back to the Dark Ages, a time

before the Universe lit up, to discover how the earliest black holes and stars were formed.

What generates the giant magnetic fields in space? The SKA will create three-dimensional maps of cosmic magnets to understand how they stabilise galaxies, influence the formation of stars and planets,

The SKA will investigate the nature of gravity and challenge the theory of general relat

The SKA will explore the unknown and, if history is any guide, it will make many more discoveries than

and regulate solar and stellar activity

we can imagine today

molecules, the building blocks of life, in space,

- Operating and infrastructure co Levels of interference from mobile phone, TV and radio transmitters and other electrical devices - The characteristics of the ionosphere (the upper part of the Farth's atmosphere) and the troposphere (the lower part of the atmosphere).

Who is planning and designing the SKA?

Australia - New Zealand.

based on several factors including:

Astronomers and engineers from more than 70 Actionmus and engineers nom more than 70 institutes in 20 countries are designing the SKA that will be 50 times more sensitive, and will survey the sky 10,000 times faster, than any other telescope. The SKA will be a global telescope and the data will be processed in centres around the world.

How will it work? Radio telescopes detect radio-frequency signals from space. They provide alternative views of the Universe than those seen with an optical telescope and can reveal areas of space that may be obscured with cosmic dust

Signals received by the SKA will be transferred to a central high performance supercomputer by optical fibres. The rate at which the vast quantities of data will be transferred to the supercomputer will fai d the data rates of current internet traffi



NewScientist





FINANCIAL TIMES



General public

- Wikipedia
- Facebook
- Podcast (Naked astronomy, 365 days of astronomy)
- SKA Animation
- Website development









Education

- Cartoon
- Website development







The future

- Travelling radio astronomy exhibition for museums and science centres.
- Online astronomy education resource centre on the SKA website.
 - polls/have your say/fun explanations
 - lesson plans
 - classroom activities
 - student study aids
- New media:
 - Twitter
 - Flickr
 - YouTube channel
- Non-science benefits brochure.
- 'For the public' sections of website.
- Science animation and images.

The challenge: Funding and staff time.

The solution: Working together...



Coming soon! The SKA science animation







