

## ESO/ESA/IAU/Excellence Cluster 'Universe'

### Astronomy Communication Seminars

— Monthly half-hour seminars about contemporary issues in astronomy communication

Wednesday, 13 May 2009 - 10:00-10:30

ESO Auditorium



## ESO educational and Public Outreach Strategy

*Lars Lindberg Christensen (ESO)*

**Abstract:** An external in-depth review of the various outreach activities at ESO was conducted in 2008. This resulted in a report with 13 detailed recommendations. One of these was to merge all the existing education and public outreach (EPO) resources at ESO into one group to benefit from the synergy that would arise. The merger began on 1 September and a joint strategy was written to capture the many inputs from the internal and external EPO experts involved. This detailed strategy document extends across the whole range of departmental activities from the Vision statement to details of the precise implementation, including individual objectives and deliverables. The strategy focuses on improving the operation of the new ESO education and Public Outreach Department (ePOD) in the critical areas of press releases, image production from raw science data, exhibitions, print products, web services, audiovisual production and more. During this talk the Head of Department will give an overview about the ESO ePOD strategy, plans for the future and results so far.

