


Space Weather PR/Outreach within the SOHO mission

- Web pages
- Outreach activities
- Media relations


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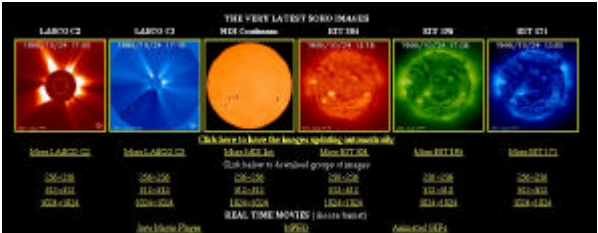
SOHO Web pages





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SOHO Web pages – Real time images

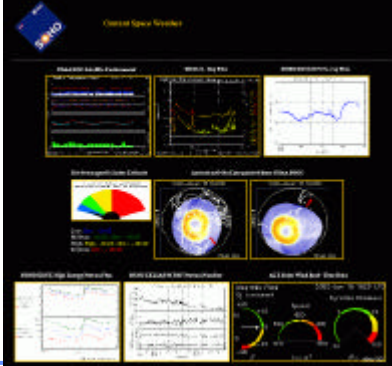
- ❑ SOHO Real-time display
 - Used by SEC, public, comet chasers
- ❑ SOHO Real-time Screen Saver
 - (more the 450,000 distinct users)




140 mill hits


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SOHO Web pages – Space Weather




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SOHO Web pages – The Best Of



10 mill hits

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SOHO Web pages - Hotshots

- High-light of the week or other interesting science results



40 mill. hits

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SOHO Web pages - Pick of the Week

Started as a service to the American Museum of Natural History's Rose Center in New York

- These are displayed on the Astronomical Bulletin area (a 4 m video wall)
- Now added as a feature on the SOHO web pages



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SOHO Highlight Tape

- SOHO Highlight Video tape (BETA)
 - Continuously updated
- SOHO Highlight DVD is being developed




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 **Sun Earth Connection Exhibit**

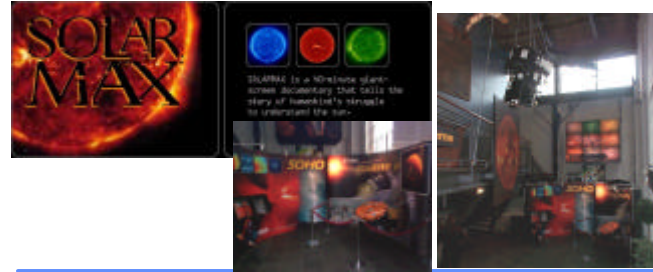
- ❑ Space Weather exhibit
 - Includes hands-on science
 - SOHO highlight video part of the exhibit
- ❑ The exhibit has previously visited Baltimore, Denver, Sacramento, Chicago, and GSFC
- ❑ On its way to El Paso Science Center.





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 **SOLARMAX**


- ❑ Support screenings of the SOLARMAX IMAX movie
 - Chicago (first time in USA), Seattle, Washington DC, Copenhagen, Oslo
 - Includes keynote lectures, SOHO/CLUSTER models, ESA backdrop walls
 - DVD version soon ready (includes the ESA SOHO CD as a bonus)





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 **SOHO 5 Year Anniversary**
Sun Earth Day


- ❑ 5 Year anniversary
 - 40 different places in 14 European countries
 - 10 events in USA/Canada
- ❑ Colouring book, Sticker
- ❑ SOHO Highlight presentation (PowerPoint)




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 **Sun-Earth Days**

- ❑ More than 40 European events. Initiative by Solar Physics Section (SPS)
- ❑ Coordinated by P. Brekke, Lyndsay Fletcher, and Mats Carlsson
- ❑ Large amount of PR material provided by NASA and ESA
- ❑ Web page: <http://soho.nascom.nasa.gov/sunearth2003/>
- ❑ Support the US Sun-Earth Days (e.g SOLARMAX in Baltimore)



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SOHO

Press collage

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SOHO

SOHO Images on Commercial Products CD-covers

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SOHO

SOHO Images on Commercial Products

Extensive use of SOHO images on commercial products
 Books, CD's, puzzles, magazines etc.

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SOHO

Aurora 2001

- Aurora 2001 is a dance, music and visual presentation about the aurora
- Produced by Maida Withers (professor of Theatre and Dance – George Washington University)
- SOHO images play a key role in this multimedia performance
- Special screening at the National Air and Space Museum 3 February 2001
- World premier in Tromsø, Norway last week
- First official play in US at the Lisner Auditorium (1400 seats), Washington DC on 15 February
- Plan to tour Europe as well
- ESA well mentioned in all promotion of these events


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The Sun as Art


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PR Material

- SOHO CD-Rom (270.000 copies)
 - > Ciel et Espace
 - > Astronomy Now
 - > Sterne und Weltraum
 - > Orione
 - > SOHO CD – Museum version
 - > SOHO CD – IMAX version
- SOHO posters
- SOHO- CME Lenticulars (3D cards)
- SOHO stickers
- Business Cards
- SOHO paper model



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SOHO CD – 2003 Edition


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PR material from NASA

- The Dynamic Sun (100 000)
- SOHO Litho Sets (30 000)
 - > 14 of SOHO's most spectacular images with explanations.
- New Views of the Sun – poster (80 000)
- SOHO stickers (150 000)
- SOHO – Paper model
- Working on a new poster for grad-students:


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SOHO Web pages – Media

□ What happens if the Sun gives us a show!!



- [Basenburgh: March Solar Eruption Sideways, Bright Crown](#), Science, March 2003, 2003)
- [LEO: Eroses](#), (CNN.com, March 5, 2003)
- [Allspied: NASA: Close-up of Mancing 'NEAT' Comet: Threat is 'Dumb Bomb' Experts Say](#), (SPACE.com, February 28, 2003)
- [Bright Comet Dives Near Sun](#), (Science, February 24, 2003)
- ['Near' Comet: 37.000 Jahren zur Sonne](#), (Wissenschaft, February 24, 2003; article in German)
- [La cometa Neat si avvicina verso il Sole](#), (Corriere della Sera, February 20, 2003; article in Italian)
- [Comet Returns from Solar System after 37,000 years](#), (Ingr, February 20, 2003; article in Greek)
- [Nikolaos: NEAT's Close](#), (Astronomy.com, February 20, 2003)
- [Komet Neat flughoch: Sonnensturm](#), (Spiegel, February 20, 2003; article in German)
- [Revealing the Comet Show](#), (MSNBC, February 20, 2003)
- [Hot Comet](#), (CNN, February 19, 2003)
- [Dollegangen: Komet pa internet](#), (VG Nett, February 18, 2003; article in Norwegian)
- [Comet NEAT: Closest Record](#), (Sky & Telescope, February 19, 2003)
- [Stigheim: Komet i nærheten av Solen](#), (Forskning, February 18, 2003; article in Norwegian)
- [Komet NEAT i TV2](#), (February 18, 2003; article in Norwegian)
- [Kometkomet: Løst og fritt i verdensrommet](#), (Aftenbladet, February 18, 2003; article in Norwegian)
- [Kometen: Verdt å se i Internet](#), (WissenschaftOnline, February 18, 2003; article in German)
- [Amazing Live Images: Singing a Comet Possibly Hit by Solar Eruption](#), (SPACE.COM, February 18, 2003)
- [Comet returns after 37,000 years](#), (BBC News, February 18, 2003)

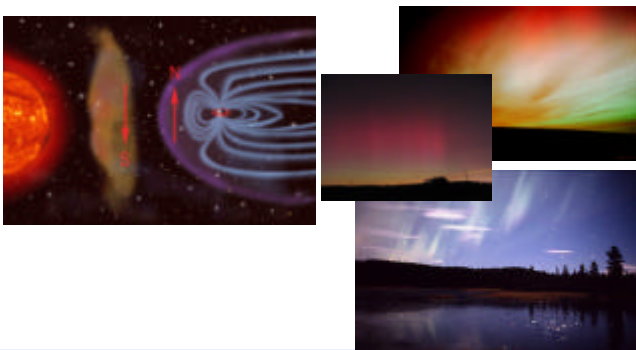
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What happens if the Sun gives us a show?



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Geomagnetic Storm



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Media Storm

- <http://www.cnn.com/2003/TECH/Space/10/29/solar.storm/>
- <http://www.cnn.com/2003/TECH/Space/10/30/solar.storm/>
- <http://www.cnn.com/2003/TECH/Space/10/29/solar.flare/index.html>
- <http://www.cnn.com/2003/TECH/Space/10/29/solar.storm/index.html>
- <http://www.washingtonpost.com/wp-dyn/articles/A344872003Oct29.html>
- <http://www.nytimes.com/2003/10/30/science/30SOLA.html>
- http://www.nytimes.com/aponline/science/AP-Solar_Flare.html
- <http://www.nytimes.com/2003/10/30/science/30-NO-SOLA.html>
- <http://www.nytimes.com/euters/news/news-space-flare.html>
- <http://www.foxnews.com/story/0,2933,10291029,00.html>
- http://abcnews.go.com/World/USap031029_3493.html
- <http://www.reuters.com/newsArticle.jhtml?type=solar-storm&storyID=3727882>
- <http://www.spiegel.de/wissenschaft/weltraum/0,1518,271350,00.html>
- <http://www.spiegel.de/wissenschaft/weltraum/0,1518,271802,00.html>
- http://www.stern.de/wissenschaft/kosmos/index.html?cid=514881&nv=hp_it_all
- <http://www.chron.com/cda/history.mpl?from=218452>
- <http://www.chron.com/cda/history.mpl?space=218452>
- <http://www.cbc.ca/stories/2003/10/29/sun031029>
- http://www.usatoday.com/weather/news/2003-10-29-solar-storm_x.htm
- <http://www.wtopnews.com/flash/129588-nd-520>
- http://www.usatoday.com/weather/news/2003-10-28-solar-flare_x.htm
- <http://www.washingtonpost.com/wp-dyn/articles/A318942003Oct28.html>
- <http://www.washingtonpost.com/wp-dyn/articles/A352702003Oct29.html>
- <http://www.newsscientist.com/news/news.jsp?id=ns99994326>
- <http://www.washingtonpost.com/wp-dyn/articles/A318942003Oct28.html>
- <http://www.washingtonpost.com/wp-dyn/articles/A352702003Oct29.html>
- <http://www.newsscientist.com/news/news.jsp?id=ns99994326>
- <http://www.newsscientist.com/news/news.jsp?id=ns99994313>
- <http://www.foxnews.com/story/0,2933,10291029,00.html>
- <http://www.cnn.com/2003/TECH/Space/10/24/solar.forecast/index.html>
- <http://www.starbun.com/stories/7654173071.html>
- http://skyandtelescope.com/observing/observingarticle_1034_1.asp
- <http://www.bbc.co.uk/2/hi/science/nature/3240941.stm>

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