


Space Weather PR/Outreach within the SOHO mission

- Web pages
- Outreach activities
- Media relations


ESTEC November 2003

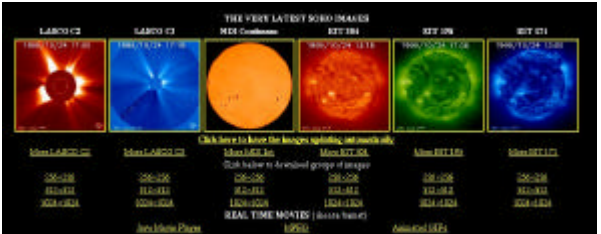
SOHO Web pages





ESTEC November 2003

SOHO Web pages – Real time images

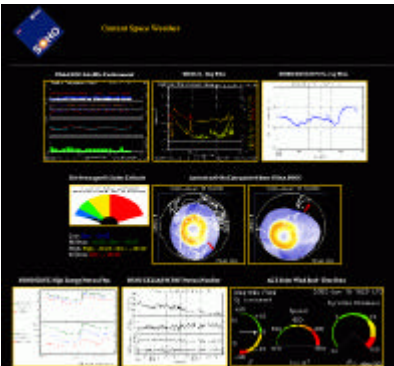
- ❑ SOHO Real-time display
 - Used by SEC, public, comet chasers
- ❑ SOHO Real-time Screen Saver
 - (more the 450,000 distinct users)




140 mill hits


ESTEC November 2003

SOHO Web pages – Space Weather




ESTEC November 2003

SOHO Web pages – The Best Of



10 mill hits

ESTEC November 2003

SOHO Web pages - Hotshots

High-light of the week or other interesting science results



40 mill. hits

ESTEC November 2003

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



ESTEC November 2003

SOHO Highlight Tape

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




ESTEC November 2003

 **Sun Earth Connection Exhibit**

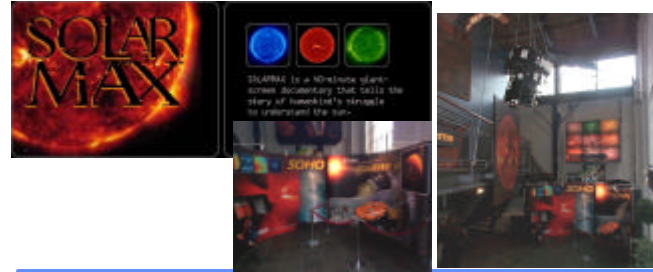
- ❑ Space Weather exhibit
 - Includes hands-on science
 - SOHO highlight video part of the exhibit
- ❑ The exhibit has previously visited Baltimore, Denver, Sacramento, Chicago, and GSFC
- ❑ On its way to El Paso Science Center.




 ESTEC November 2003

 **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)





 ESTEC November 2003

 **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)




 ESTEC November 2003

 **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)



 ESTEC November 2003

SOHO

Press collage

esa ESTEC November 2003

SOHO

SOHO Images on Commercial Products CD-covers

esa ESTEC November 2003

SOHO

SOHO Images on Commercial Products

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

esa ESTEC November 2003


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


esa ESTEC November 2003

The Sun as Art

 ESTEC November 2003

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


 ESTEC November 2003

SOHO CD – 2003 Edition

 ESTEC November 2003

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:

 ESTEC November 2003

Media coverage

CNN.com / SCIENCE & SPACE

Man on moon? How about Santa on MARS?

By Robert Roy Britt
Senior Science Writer
posted: 04:23 pm ET
04 January 2002

CNN.com / SPACE

	97	98	99	00	01	02	03
CNN.COM	6	4	4	17(6)	16(6)	8	9
CNN-Euro				4	6		
BBC Online	5	6	6	6	6	2	5

ESTEC November 2003

Links to our web pages

Links to our web pages today

Tuesday, March 5, 2000 15:04

Requests Referer

- 387 http://www.nasa.gov/content/20000305main_soho02.html
- 254 <http://photo.arsynde.com/soho/soho.html>
- 116 <http://distant.com/soho/soho.html>
- 90 <http://www.spacescience.org/soho/soho.html>
- 85 <http://www.spacescience.org/soho/soho.html>
- 78 <http://www.spacescience.org/soho/soho.html>
- 75 <http://www.spacescience.org/soho/soho.html>
- 65 <http://www.spacescience.org/soho/soho.html>
- 42 <http://www.spacescience.org/soho/soho.html>

ESTEC November 2003

SOHO Web Pages

Web traffic

News records last month:

Monthly: 41 mill 6.2 TByte
 Weekly: 22 mill 3.8 TByte
 Daily: 6.9 mill 1.1 TByte

Web traffic

ESTEC November 2003