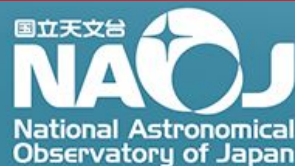




Astronomy for Everyone
– the IAU Office for Astronomy Outreach





UNIVERSET
DIN OPLEVELSE



DET INTERNATIONALE
ASTRONOMIÅR
2009

UNDUR
ALHEIMSINS



ALPJÓÐLEGT ÁR
STJÖRNUFRÆÐINNAR
2009

DESCOBR E TEU
UNIVERSO



ANO INTERNACIONAL DA
ASTRONOMIA
2009

Вселенная
для Вас



Международный год
астрономии
2009

TUKLASIN
ANG KALAWAKAN



PANDAIGDIGANG TAON NG
ASTRONOMIYA
2009

ULIMWENGU WOTE
WAKO KUUVUMBUA



MWAKA WA KIMATAIFA WA
ASTRONOMIA
2009

НА ТЕБИ ЈЕ ДА ОТКРИЈЕШ
СВЕМИР



МЕЃУНАРОДНА ГОДИНА
АСТРОНОМИЈЕ
2009

EL UNIVERSO
PARA QUE LO DESCUBRAS



AÑO INTERNACIONAL DE LA
ASTRONOMÍA
2009

ΤΟ ΣΥΜΠΑΝ
ΔΙΚΟ ΣΟΥ ΝΑ ΤΟ ΑΝΑΚΑΛΥΨΕΙΣ



ΠΑΓΚΟΣΜΙΟ ΕΤΟΣ
ΑΣΤΡΟΝΟΜΙΑΣ
2009

OSCAIL DO SHÚILE D'IONTAIS NA
CRUINNE



BLIAIN IDIRNÁISIÚNTA NA
RÉALTEOLAÍOCHTA
2009

SVEMIR
NA VAMA JE DA GA OTKRIJETE



MEĐUNARODNA
ASTRONOMSKA GODINA
2009

الكون
حولك لتكتشفه



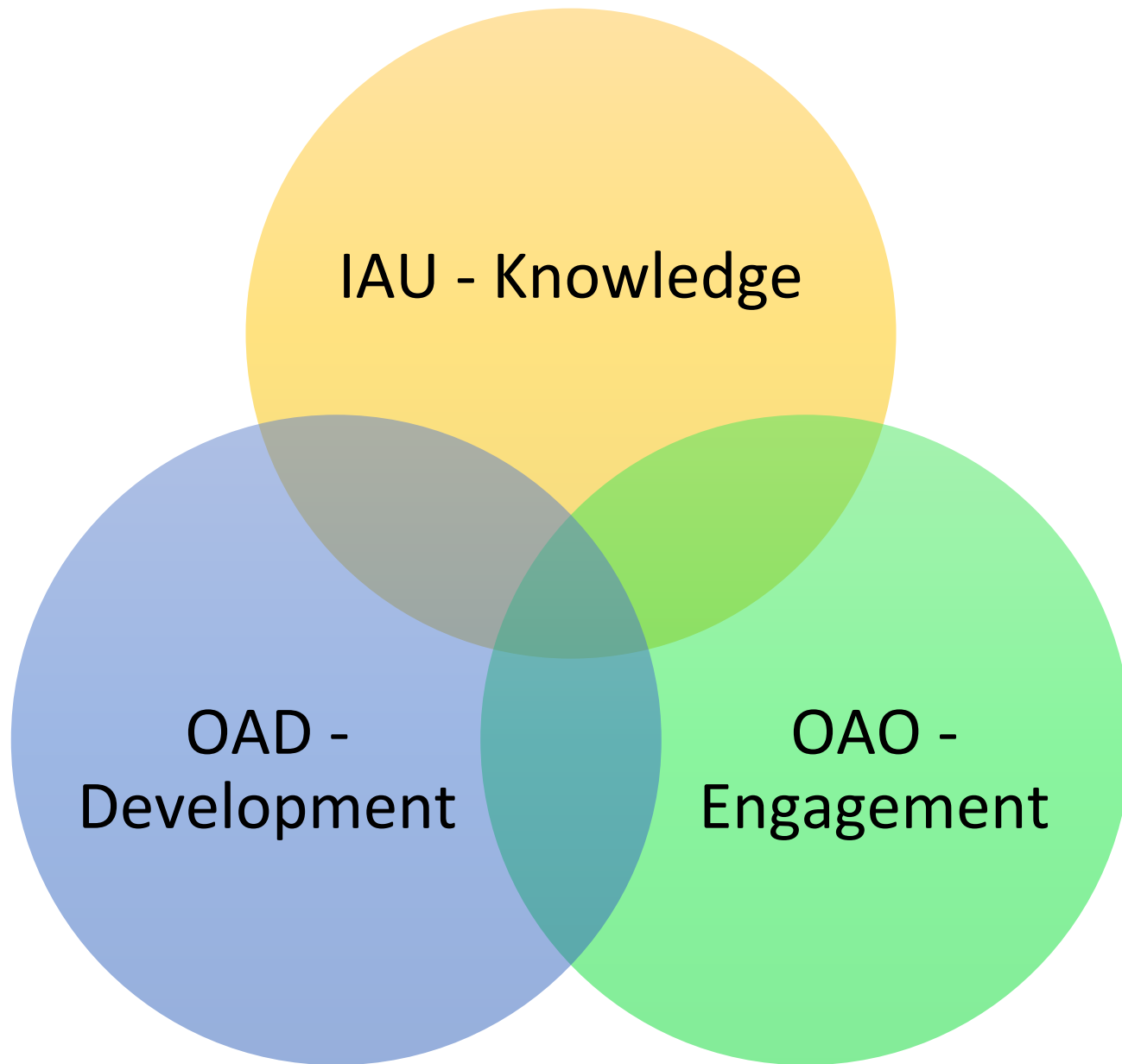
السنة الدولية لعلم
الفلك
2009

Objectivities of the OAO

- *“The IAU Office for Astronomy Outreach (OAO) shall **coordinate worldwide efforts** to promote public awareness, appreciation and education of astronomy and related sciences. The IAU OAO shall act as the **central global “communication point”**, as a facilitator for best practices, **providing guidance and delivering monthly information** about ongoing activities in astronomy and astronomy communication. In addition, the IAU OAO shall support the NAOJ Public Relations Center’s international activities.”*

OAQ vs OAD

	OAQ	OAD
Origin	Beyond IYA2009 plan	The IAU Strategic Plan
Motto	Astronomy for everyone	Astronomy for a better world
Objectivities	Engagement	Development
Scope	International	International but focus on developing regions
Target Area	General Education, Public Outreach	Higher Education, Children and Schools, the General Public
Mission	To coordinate and support worldwide efforts to enhance public awareness and appreciation of astronomy and related science, and to facilitate the exchange between the IAU and the public.	To help further the use of astronomy as a tool for development by mobilizing the human and financial resources necessary in order to realize the field's scientific, technological and cultural benefits to society.
Strategies	To act as a communication hub, and support the community through providing best practices, regular services and communications	Bottom-up approaches to fund global projects
Reach-out channels	National Outreach Contacts, stakeholders	Regional nodes, stakeholders



ORGANISATIONS



NATIONAL CONTACTS



PUBLIC



ORGANISATIONS



OAO



INTERNATIONAL
ASTRONOMICAL UNION

*The OAO works to connect the IAU,
astronomical organisations, and the public.*

Motto

Astronomy for Everyone!

Vision

We envision all the world's people experiencing astronomy.

Mission

To coordinate and support worldwide efforts to enhance public awareness and appreciation of astronomy and related science, and to facilitate the exchange between the IAU and the public.

Latest map of National Outreach Contacts (NOCs)



Countries	I A U	N O C	Countries	I A U	N O C	Countries	I A U	N O C
Antigua and Barbuda			Dominica			Nicaragua		
Argentina	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>	Dominican Republic			Panama	✓ <input type="checkbox"/>	
Bahamas			Ecuador			Paraguay		✓ <input type="checkbox"/>
Barbados			El Salvador			Peru	✓ <input type="checkbox"/>	
Belize			Grenada			Saint Kitts and Nevis		
Bolivia	✓ <input type="checkbox"/>		Guatemala		✓ <input type="checkbox"/>	Saint Lucia		
Brazil	✓ <input type="checkbox"/>		Guyana			Saint Vincent and the Grenadines		
Chile	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>	Haiti			Suriname		
Colombia	✓ <input type="checkbox"/>		Honduras	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>	Trinidad & Tobago		
Costa Rica	✓		Jamaica			Uruguay	✓	✓

OAO Communications

The screenshot shows the IAU Astronomy Outreach Newsletter 2015 #1 (January 2015) website. The header includes the IAU logo and navigation links. The main content area lists 12 items in the newsletter, including the opening ceremony of the International Year of Light 2015, the IAU General Assembly in Honolulu, and the IAU e-Newsletter. The footer mentions the CAP journal issue 16 now available.

The screenshot shows the IAU Facebook page. The header includes the IAU logo and navigation links. The main content area features a post about the IAU General Assembly in Honolulu, a photo of the assembly, and a link to the IAU e-Newsletter. The page also displays the IAU's 3,570 likes and 2 visits.

Astronomy for the Public

This section comprises the most popular topics in astronomy and most frequently asked questions has received over the years. Choose the topic below:

The grid contains 12 topics for the public:

- Astronomy in Everyday Life
- Naming of Exoplanets
- How to Report a Discovery
- How to participate in Astronomy Research
- Near Earth Asteroids A Chronology of Milestones
- Careers in Astronomy
- Defining our Place in Cosmos
- The Constellations
- Controlling Light Pollution
- Measuring the Universe
- Near Earth Objects
- Naming Astronomical Objects
- Buying Stars and Star Names
- Pluto and the Developing Landscape of OUR Solar System

Saving the Dark Sky



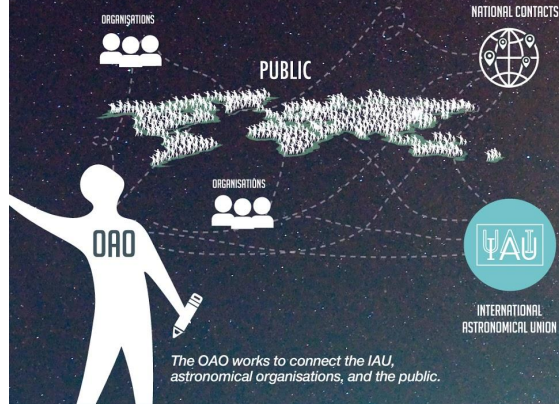
VISION AND MISSION

VISION

We envision all the world's people getting in touch with astronomy.

MISSION

To coordinate and support worldwide efforts to enhance public awareness and appreciation of astronomy and related sciences, and to promote public exchanges of the IAU's knowledge.



THE TASKS OF OAO



COMMUNICATE ASTRONOMY WITH THE PUBLIC



IMPLEMENT SPECIAL GLOBAL PROJECTS



ENGAGE VOLUNTEERS



PROMOTE GLOBAL ACTIVITIES



NETWORK WITH GLOBAL STAKEHOLDERS



DISTRIBUTE ASTRONOMY INFORMATION AND NEWS



MAINTAIN DATABASE OF ORGANISATIONS



ANSWER PUBLIC ENQUIRIES

GLOBAL PROJECTS

The **OAO** coordinates and manages the **IAU** international outreach campaigns. Through these campaigns we help millions of people to get in touch with astronomy, and they also help to build the global network of outreach communities. In 2014-2015, we conducted the *NameExoWorlds* campaign—the first official campaign to name an exoplanet and its parent star, which received more than 500 000 public votes. We also coordinated the *Cosmic Light* programme of the **International Year of Light 2015**, reaching more than 2.5 million people worldwide.

COMMUNICATION

The **OAO** is an information hub for supporting public outreach activities around the world, and to enhance communication across the network, we regularly disseminate information to the amateur astronomy and public outreach communities. We also aim to build dialogue with the public through email and social media, to foster an exchange between the **IAU** and the public.

Photo by Sze-Hung Cheung

CHECK OUR PROJECTS/ WEBSITES



1. NameExoWorlds



2. Cosmic Light



3. Outreach Newsletter



4. Astronomy Themes



5. IAU Directory for World Astronomy



6. IAU Facebook



7. IAU Twitter



8. OAO Website

GET INVOLVED

YOU CAN CONNECT, SUPPORT AND MAKE CONTRIBUTIONS TO US IN THE FOLLOWING WAYS:



OAD Task Force 3

- The task force on Astronomy for the Public (Task Force 3) **drives activities related to communicating astronomy with the public.** This task force uses astronomy to inspire members of the public with the beauty and scale of the universe, while satisfying a deep cultural attachment that almost all societies have with astronomical objects. With the incredible success of the International Year of Astronomy 2009, and the very significant contribution by the amateur astronomy community, this task force has a very strong foundation to build on. Examples of activities are stargazing sessions; public lectures; creation and support of amateur astronomy clubs; etc.



Astronomy for Everyone!



Contact: outreach@iau.org