

# Life after Press – The Role of the Picture Library in Communicating Astronomy to the Public

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Science communication is becoming increasingly led by the image, providing opportunities for 'visual' disciplines such as astronomy to receive greater public exposure. In consequence, there is a huge demand for good and exciting images within the publishing media. The picture library is a conduit linking image makers of all kinds to image buyers of all kinds. The image maker benefits from the exposure of their pictures to people who want to use them, with minimal time investment, and with the safeguards of effective rights management. The image buyer benefits by having a wide choice of images available at a single point of contact and in a database featuring a choice of subject-based and conceptual searching. By forming this link between astronomer, professional or amateur, and the publishing media, the picture library helps to make the wonder of astronomy visible to a wider public audience.