

The Unique Role of the Planetarium/Science Center in Science Communication

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Planetariums process around 90 million visitors per year, offering astronomy and space science very wide exposure to public audiences. Information from research institutions is a vital part of planetarium presentations. Therefore, it is useful for scientists and public relations professionals to understand the specialized audio-visual needs, production practices, and educational rationales developed over the years by the planetarium profession. This presentation gives an overview of the planetarium community, its appetite for content from the science community, and the fascinating technological challenges that are changing the way planetariums use and show that content.