

The Road Less Traveled: Non-traditional Ways of Communicating Astronomy to the Public

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In an age of media saturation, how can astronomers succeed in grabbing the public's attention to increase both awareness and understanding of astronomy? In this talk, I will discuss some creative alternatives to press releases, public lectures, television programs, books, magazine articles, and other traditional ways of bringing astronomy to a wide audience. By thinking outside the box and employing novel tools – from truly terrible sci-fi movies, to modern Stonehenges, to music from the stars – astronomers are finding effective new ways of communicating the wonders of the universe to people of all ages.