

IYA2009 newspaper insert in your community

Janice Harvey

Gemini Observatory (jharvey@gemini.edu)

Abstract

The Gemini PIO (Public Information Officer) offers suggestions on how to approach your local newspaper about a newspaper insert for your community being published during IYA2009. Local government support, articles by astronomers, advertisers, and appointing someone within your organisation to manage the content will be discussed. We will explain the timeline required, the number of personnel hours required, developmental stages and income a local newspaper would have to generate to produce a quality, table-top supplement.

In 2003, over 30,000 copies of *Stars over Mauna Kea*, a special supplement in tabloid format were produced and distributed in the local newspapers in Hilo, Hawaii. The publication, 48 pages in total, featured profiles of the observatories on Mauna Kea, stories about the geology and legends of Mauna Kea, and historical information about the evolution of astronomy in Hawaii. In addition the publication included a series of essays titled *In their own words*. These articles were written by key members of the astronomy community.

Sixty thousand copies of *Stars over Mauna Kea II* were printed as a follow-up to the first edition in 2005. This second edition included an article on the `Imiloa Astronomy Education Center, explanations about the types of telescopes on Mauna Kea and columns written by scientists about the fascinating and significant discoveries made on Hawaii. Personal stories about careers in astronomy were also highlighted.

In Chile, a similar eight-page supplement, featuring Gemini, CTIO and SOAR telescopes, was published in 2005 and 5000 copies were distributed throughout the country.

Background

Gemini Observatory approached their local newspaper about the distribution of a publication that covered up-to-date astronomy discoveries, outreach and education, profiles of employees, career opportunities, and the history of astronomy on Mauna Kea. It was decided that a PIO representative of Gemini would work alongside newspaper staff to produce a supplement that would be published in a Sunday edition.

Conclusion

Stars over Mauna Kea and *Stars over Mauna Kea II* were published in 2003 and 2005 with a combined distribution of over 90,000 copies. From summer 2008 the Gemini PIO department will work

once again with the Hawaii Tribune Herald to publish a more extensive insert for IYA2009 with a projected distribution of over 100,000 copies.

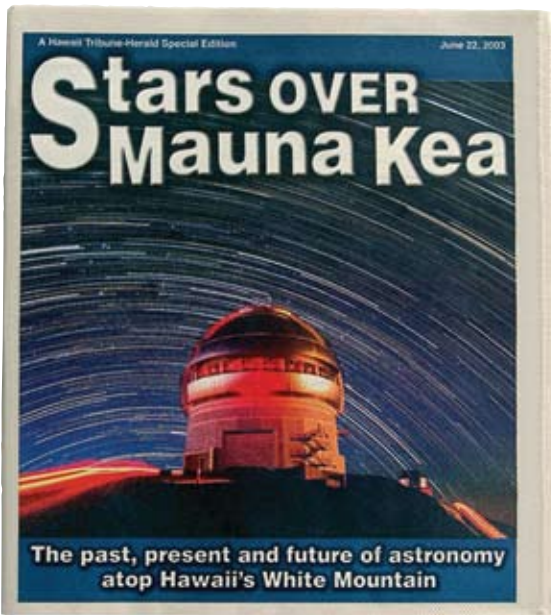


Figure 1 – Stars over Mauna Kea I



Figure 2 – Observatorio Aura

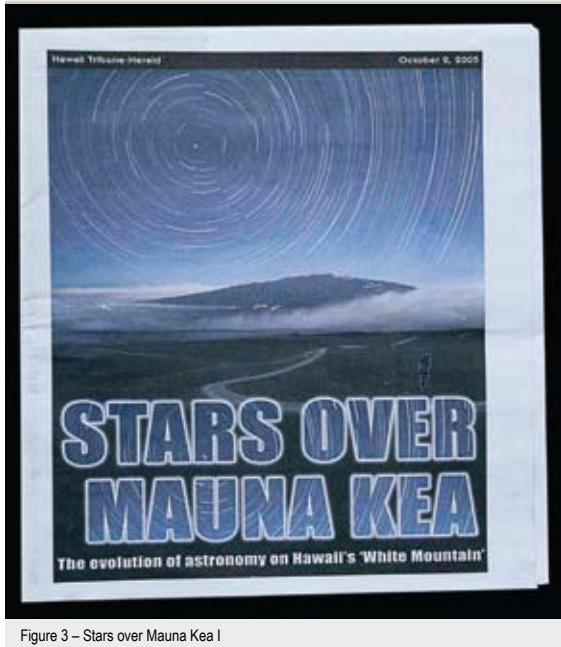


Figure 3 – Stars over Mauna Kea I

Gemini Observatory