Communicating Astronomy with the Public Journal
IAU C55 CAPjournal Working Group

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Why a Communicating Astronomy with the Public Journal?

From the Washington Charter:

“Develop infrastructures and linkages to assist with the organization and dissemination of outreach results.”

► “Promote professional respect and recognition of public outreach and communication.”
The publishing business is changing rapidly in these years as a consequence of:

► The intense globalization that takes place
► The overwhelming popularity of the Internet

**Business changes**

► Larger scale: larger publishers, larger customer consortia
► Cost-savings are possible
► Marketing is turned upside-down: Pull instead of push (Googlability..)
Customer behaviour changes:

- The need for products “On-Demand”, i.e. when they want, about what they want and in the format they want.
- Timing becoming the major issue!!
- Push for wider, or even open, access
- Need for more ethical publication models (developing nations..)
- Need for more added-value products along with the traditional product
- Need for more user involvement in the publication process (ranking, online discussions, community peer-reviewing ..): Crowd-sourcing!
- More articles are published and read (increasing costs and workload)

However one principle stands:

*The peer-reviewing process continues to provide the stamp of quality of scholarly articles and must be preserved*
Objectives

To:

► Document and disperse knowledge: “Teach and Train”
► Provide a basis for discussions
► Compel further progress
► Establish priorities in the field
► Further careers (through documentation of the excellence of the individual)
► Help to avoid the duplication of effort

The journal should publish works and projects in the diverse areas of astronomy communication, in a scientific journal format and with open access.

As an example we expect that the journal will prove very important for public communication around events such as the International Year of Astronomy 2009. The CAPjournal can serve as a repository of ideas, projects, activities, exhibitions and other key topics for the National nodes of the IYA2009.
Objectives and Scope

- **FORMAL EDUCATION**
- **INFORMAL EDUCATION**
- **PUBLIC OUTREACH**
- **PRESS SUPPORT**
- **BRANDING/PR VIP SUPPORT**

**Education**
(e.g.: ÆR - Astronomy Education Review)

**Public communication**
(e.g.: CAP journal)
Target Audience

- Public information officers
- Astronomy communicators
- Astronomy community
- Planetarium and science centers community
- Astronomy educators
- Science communication researchers
- University students
- University professors
- Teachers
- Amateur astronomers
- History of science researchers
- Science philosophers
- Science sociologists, etc.
Modern magazine style (determined by audience and scope)
Frequency: quarterly
Size: 16-32 pages
Full colour
Nine main sections:
1. News
2. Announcements
3. Letters to the Editor
4. Reviews
5. Research & Applications (peer-reviewed “science” articles)
6. Resources
7. Innovations
8. Best Practices
9. Opinion
Print-on demand, i.e. printed digitally on request.
Advanced web presence featuring:
1. Readable version of the journal.
2. Online forum: Commenting, discussing, evaluating articles, news, products.
Issue 1: The Team

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Issue 1: Content

- Explained in 60 Seconds
- An Exploratory Study of Credibility Issues in Astronomy Press Releases
- The Top Ten Astronomical “Breakthroughs” of the 20th Century
- The International Year of Astronomy 2009
- The International Year of Astronomy 2009 and the Re-enlightenment
- Astronomy Cast: Evaluation of a Podcast Audience’s Content Needs and Listening Habits
- I Tune, You Tube, We Rule
- Astronomy in Second Life: A User’s Perspective
- Press Releases and the Framing of Science Journalism
Next Issue: January 2008

Submission Deadline: 15th November 2007

- Manuscripts should be delivered in MS Word or text (.txt) format
- No formatting apart from bold, italics, super- and subscripts.
- If the contribution contains figures, these may — just for the sake of overview — be pasted inline in the Word manuscript along with the caption (Word files below 4 MB are encouraged).
- Images must also be delivered individually as Tiff, PDFs, vector-files (e.g. .ai, .eps) in as high a resolution as possible (minimum 1000 pixels along the longest edge).
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- The Credibility of Science Communication (page 5-9)
  - A webcast of the panel discussion discussed in this article can be found at the address.
  - A Hubble image of Mars referred to in this article.
- The Top Ten Astronomical ‘breakthroughs’ of the 20th century (page 11-17)
- 1YA2009 (page 18-20)
  - The International Year Of Astronomy 2009 website.
  - The 1YA2009 and the Re-enlightenment (page 23)
- Astronomy Cast: Evaluation of a podcast audience’s content needs and listening habits (page 24-26)
  - www.astronomycast.com
  - Generations Online Pew Internet and American Family Life Project
  - 17 Conversations, produced by Phil Windley.
  - Xkits and Xkits, hosted by Bob McDonald.
  - Skeptically, hosted by Derek Colandino and Brenna.
  - An appendix to this article can be found here.
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