1. INTRODUCTION
The organization STERS is a Science Technology Environmental Rocketry and Space (STERS) club. It is established as a club for learners in schools. The purpose of this club is to promote science, technology, environmental awareness, and astronomy among learners. The role of STERS is to empower learners, especially those previously disadvantaged, to participate in national and international activities and to motivate them to study science.

2. BACKGROUND INFORMATION
This presentation explores how STERS communicated astronomy to various groups of people in Potchefstroom. Dr. Kenneth Kaunda District, Northwest Province. Several strategies for communicating astronomy were employed.

3. IYA EVENTS: TARGETING SPECIFIC GROUPS OF PEOPLE IN THE SOCIETY
Local astronomy club, STERS Club, has taken the responsibility to lead these activities in line with the international mandate of promoting Astronomy to local communities in Potchefstroom.

3.1 SYMPOSIUM FOR LEADERS, BUSINESSMEN AND BUSINESS WOMEN
Local politicians, leaders of various governmental departments, private organizations, and even financial institutions gathered for the largest astronomy celebration in Potchefstroom.

3.2 SKYWATCHING FOR PRIMARY AND HIGH SCHOOLS
Talks: Astronomy, careers in astronomy and science-related careers. Identifying constellations, combined with fascinating experiments, the universe and Milky Way followed by sky watching and telescope viewing. Schools in hugging previously disadvantaged communities gathered at Tshwane Secondary School Hall.

3.3 ASTRO EXPO (EDUCATION AND FUN)
Exhibits, products display. Safe products the day and evening sky watching took place. The Public was engaged in science shows, launching of rockets and horses and dog displays by the South African Dallas Dog Unit.

3.4 TRIP TO VREDENFORT DOME
Grade 4 to 12 learners and educators visited Vredenfontein a heritage site.

3.5 SCHOOL VISITS
Talks, Workshops, Project designs, Astronomy Games

3.6 EDUCATOR’S WORKSHOP
Talking. How to assemble and use Galileo scopes, Important Astronomy in the Science Classroom.

3.7 OUTREACH
Winter School: The project leader moved from class to class to explain IYA and its significance. Astronomy-related courses and institutions that offer them were discussed.

3.8 ASTRO QUIZ
Astronomy quiz for the senior phase was attended by learners from grade 8 and 9.

3.9 PROMOTION STRATEGY
Posters, T-shirts, Invention cards, and flyers distributed to garages, malls, schools, shops etc.

4. RESULTS

4.1 ATTENDANCE

<table>
<thead>
<tr>
<th>Male learners</th>
<th>Female learners</th>
<th>Educators</th>
<th>Public School Visits</th>
<th>Radio show</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>977</td>
<td>1484</td>
<td>204</td>
<td>392</td>
<td>12957</td>
<td>65000</td>
</tr>
</tbody>
</table>

5. ACHIEVEMENTS

- 60 new schools were reached.
- Distributed CBD, CD-ROM, Astronomy Board games, Galileo scopes to schools.
- Distributed 10000 T-shirts, posters, and flyers.
- Many first timers for opportunity to participate in solar and lunar observation through a telescope.
- Learners motivated to study and excel in science.
- The local radio station reaches the rural areas therefore our radio program reaches more people with less travelling data loss experience.

6. CONCLUSION
Astronomy for all a reality. There is the possibility to achieve it if events are organized for a particular target group in the society with similar level of understanding and interest.

6.1 BEYOND IYA 2009

- Establish more Astronomy, Rocketry and Space clubs, Science clubs (STERS 4)
- Improve the IYA website and beyond.
- Internally Educators’ Workshops, follow-up, Strategies for the South African Astronomy Hub Program.
- An interesting Astronomy program on an all-athlete 10 km race added a lot more listeners and gave thefinished with a roof of sky watching and telescope viewing.
- To organize workshops and camps for learners to assist them excel and study science.
- Collaboration with more National and International Organizations.

7. ACKNOWLEDGEMENTS


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