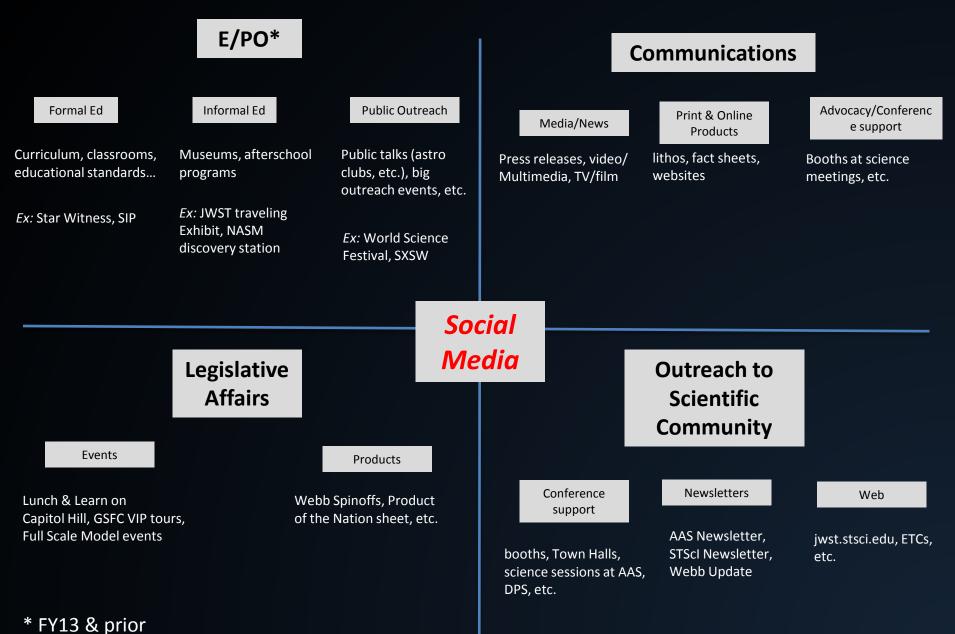
James Webb Space Telescope Outreach

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JWST Outreach Themes



JWST at South by Southwest

What: South by Southwest is one of the largest cultural festivals in the country, with activities related to film, music, and interactive technology. The Interactive portion is a place to experience a preview of what is unfolding in the world of technology.

Reach: Over 30,000 registrants at free Gaming Expo, millions via social media

Where: inside and outside the Palmer Center, downtown Austin, TX

When: Friday-Sunday, March 8-10th, 2013, during SXSW Interactive, Gaming Expo

The organizers were inspired by the idea of the JWST full-scale model, and selected the mission as a centerpiece for the festival's Science and Space Exploration theme







SXSW Impact Summary



<u>SXSW has been the most impactful event for the JWST</u> mission since the program's start

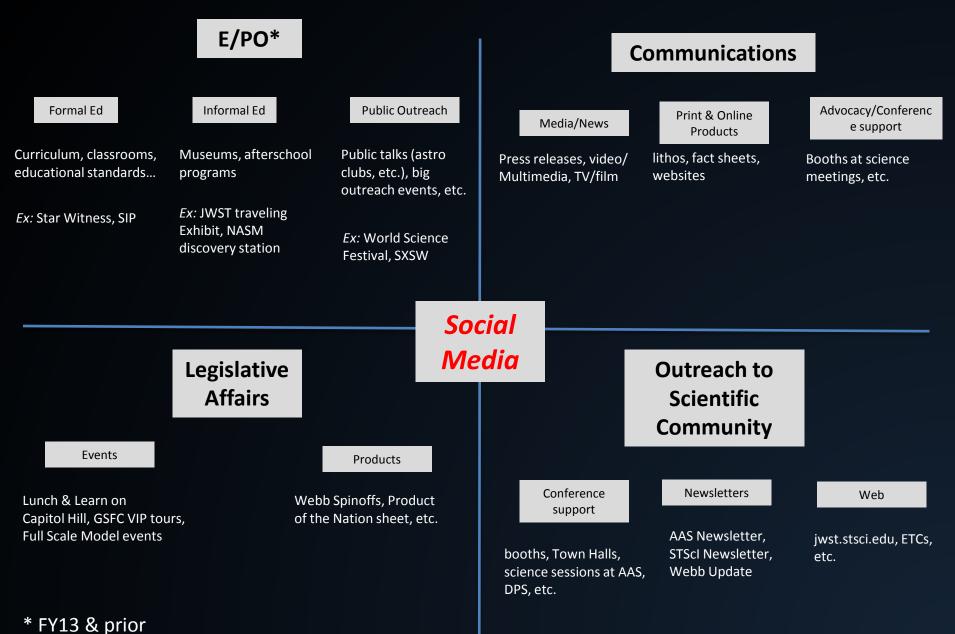
Demonstrated a *new and more efficient way of conducting outreach*: by leveraging the resources and unique capabilities of our partners we achieved more impactful results

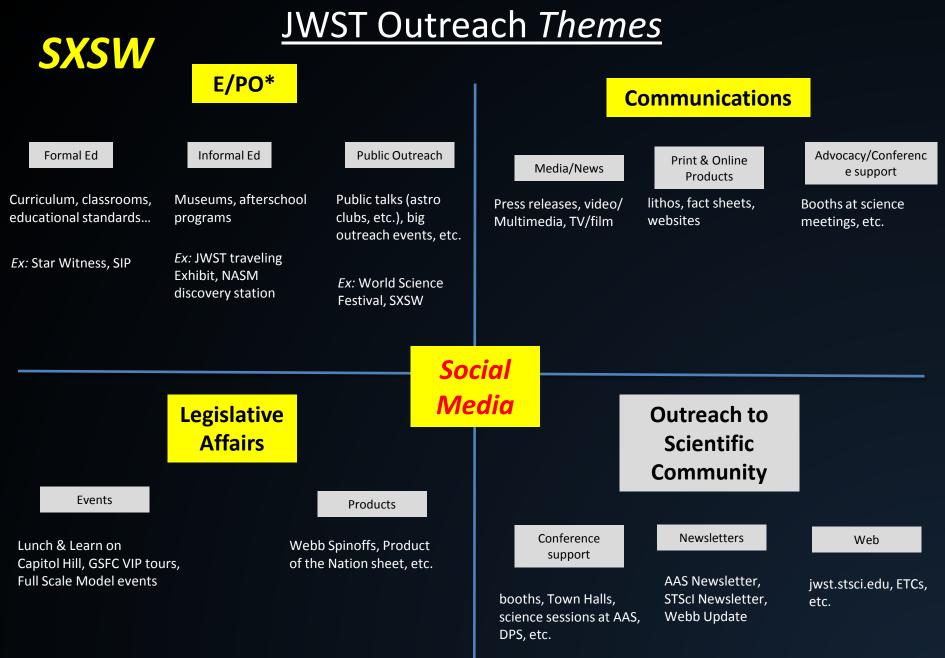
Reached a *new, highly engaged audience* through leveraged social media: a new and sustained JWST footprint online

Presenting JWST as Hubble's Successor: an engineering marvel and a scientific discovery machine for the future of astrophysics

Meaningful and lasting engagement with the leader of our primary congressional oversight committee

JWST Outreach Themes





* FY13 & prior

Outreach to scientific community

AAS 221 Long Beach update

Monday	Tuesday	Wednesday
JWST booth presence Monday – Thursday (brochures, 3D simulations, ETCs, user surveys, science discussions, education events, etc)		
"Scientific Opportunities with JWST" special science session	"Planetary Society" radio show and interview about JWST	"The James Webb Space Telescope" town hall meeting
"The Galactic Center seen through the Precise, Multiplexed Eye of JWST" – google hangout with Jessica Lu	NASA hyperwall talk, "The James Webb Space Telescope"	"Solar System Exploration with JWST" – google hangout with Mike Brown and Emily Lakdawalla
	Google hangout and tweet chats based on press releases, with JWST focus.	Public talk at the Columbia Memorial Space Center, "The James Webb Space Telescope"
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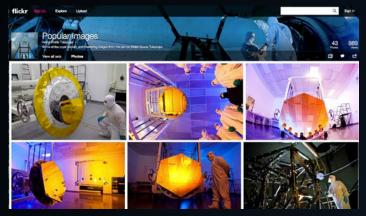
Social Media

Facebook: 113K likes Flickr: 400K views



Twitter: 73K followers

YouTube: 400K views



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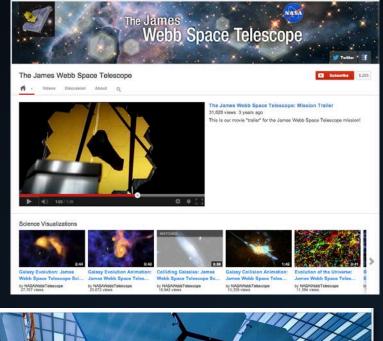


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Government Organization

The James Webb Space Telescope is the successor to Hubble. It is an infrared telescope with a 6.5m mirror and a sunshade the size of a regulation tennis court! It will launch in 2018.

About

tos Videos



Photos