



## **2012 New Media Practitioners Professional Development Workshop**

Future Exploration of the Moon and Small Bodies

July 20–22, 2012

Colorado Center for Lunar Dust and Atmospheric Studies (CCLDAS)

Laboratory for Atmospheric and Space Physics (LASP)

University of Colorado Boulder (CU-Boulder)

### ***SUMMARY REPORT***

The 2012 New Media Practitioners Professional Development Workshop brought seventeen bloggers, podcasters, and other science communicators to LASP for a two-day intensive workshop with space scientists. The workshop was a collaborative professional development opportunity for attendees to learn about current issues surrounding future exploration of the Moon and other small bodies in our Solar System. The Colorado Center for Lunar Dust and Atmospheric Studies (CCLDAS) sponsored the event.

**Workshop web page:** <http://lasp.colorado.edu/home/education/journalist-workshops/2012-mediajournalist-workshop/>

**Hosting PI:** Mihály Horányi, CCLDAS

**Primary LASP E/PO organizers:** Marisa Lubeck and Stephanie Renfrow

**Behind-the-scenes LASP assistance:**

- Melissa Dozier, accounting
- Jason LaClair, procurement
- Margaux Krahe, E/PO student employee
- Alex Thom, E/PO student employee
- Erin Wood, E/PO
- Tom Mason, E/PO
- Susan Sand, administrative assistant

**Themes:**

- Earth's Moon and lunar dust
- Asteroids and comets
- Google Lunar X PRIZE
- The moons of Mars: Phobos and Deimos

**Speakers:**

1. Dr. Ed Beshore (<http://bit.ly/OHfQa1>): Deputy PI for Osiris-REx; Lunar and Planetary Laboratory, University of Arizona
2. Dr. Daniel Britt (<http://bit.ly/ORlOe4>): Co-Investigator for Mars Pathfinder and Deep Space 1; Physics Department, University of Central Florida
3. Dr. Richard Dissly: Senior Manager, Science Business Development, Ball Aerospace & Technologies
4. Dr. Mihály Horányi (<http://bit.ly/P9sfFc>): PI for CCLDAS; LASP scientist; CU-Boulder Department of Physics

5. Dr. Hal Levison (<http://bit.ly/NciF8E>): SWIFT co-author; Department of Space Studies, Southwest Research Institute (SwRI)
6. Dr. Alan Stern (<http://bit.ly/oRblmn>): PI for New Horizons; Former NASA executive; Associate Vice President, Southwest Research Institute (SwRI)

#### Attendees:

1. Kelly Beatty: Writer, *Sky and Telescope* magazine  
Blog: <http://bit.ly/gmNGi>
2. Kevin Baird: Photographer and communicator, New Space initiatives via the Space Tweep Society  
Flickr: <http://bit.ly/TIgFUM>
3. Kate Becker: Journalist, PBS-NOVA and NOVA scienceNOW  
Blogs: *The Nature of Reality* (<http://to.pbs.org/Rlas3E>) and *Inside NOVA* (<http://to.pbs.org/NKdChE>)
4. Dauna Coulter: Writer, Science@NASA  
Blog: <http://bit.ly/RlaDMf>
5. Jason Davis: Blogger, The Planetary Society: <http://bit.ly/PgWA7u>  
Personal blog: <http://bit.ly/MB80mE>
6. Jeff Foust: Blogger for *The Space Review*, *New Space Journal*, and *Space Today*  
Personal blog: <http://bit.ly/6RVLq>
7. Matthew Francis: Physics and astronomy writer, *Galileo's Pendulum*, *Double X Science*, and *Ars Technica*  
Blog: <http://GalileosPendulum.org>  
Websites: <http://bit.ly/OlvNFB> and <http://bit.ly/NqK2HN>
8. David Geaney: Founder and writer, *Mars Travel*  
Blog: <http://www.marstravel.org/>  
Website: <http://www.geaneyintel.com/>
9. Kate Greene: Science/technology writer and blogger, *The Economist*  
Will blog during a 4-month simulated Mars mission: @HI\_SEAS  
Website: <http://kategreene.net/>  
Blog: <http://bit.ly/xy2obI>
10. Bob King: Writer, *Duluth News*  
Blog: Astro Bob, <http://astrobob.areavoices.com/>
11. Brian Malow: Science comedian, *Time Magazine* and North Carolina Museum of Natural Sciences;  
Audio essayist, "StarTalk Radio"  
Blog: <http://www.sciencecomedian.com/>  
Website: <http://ti.me/4a39yb>
12. Joanne Manaster: Blogger, *Scientific American*  
Website: <http://bit.ly/P1u6f7>
13. Maggie McKee: Science journalist, *New Scientist*
14. Diana Perkins: Space science STEM educator and STEM blogger  
Blog: <http://www.stemschool.com/>  
Website: <http://www.stemedcoalition.org/>
15. Joe Rhea: Astrosphere New Media Association  
Podcast series: *Astronomy Cast* and *365 Days of Astronomy*
16. Amy Teitel: Science writer and blogger, *Vintage Space*  
Blog: <http://bit.ly/KtvKUQ>  
Website: <http://amyshirateitel.com/>
17. Tyler Yohe: SciFi video game developer, Broken Crown Games  
Website: <http://www.brokencrowngames.com/>

#### Final agenda:

##### Friday, July 20

- |           |   |
|-----------|---|
| 4:30 p.m. | Optional LASP tour: Bill Possel, Director of LASP Mission Operations & Data Systems |
| 5:30 p.m. | Dinner reception and welcome: Oak at Fourteenth, downtown Boulder                   |
| 7 p.m.    | Asteroids and OSIRIS-REx: Ed Beshore  |

7:45-8 p.m. Discussion

### **Saturday, July 21**

9 a.m. Breakfast and day's agenda: Stephanie Renfrow/Marisa Lubeck  
9:45 am Kuiper Belt: Hal Levison  
10:30 a.m. Discussion  
10:45 a.m. Break  
11 a.m. What is a planet? Alan Stern\*  
11:45 am Discussion  
12 pm Lunch  
12:45 pm Dust and Moon: Mihály Horányi  
1:30 pm Discussion  
1:45 p.m. Break  
2 p.m. Exploration: NASA & Aerospace Industry: Richard Dissly  
2:45 p.m. Discussion  
3:15 p.m. Tour of CCLDAS  
4 p.m. Post-evaluation  
4:15 p.m. Informal attendee discussions

### **Sunday, July 22**

8:45 a.m. Breakfast and day's agenda: Stephanie Renfrow/Marisa Lubeck  
9:00 a.m. Phobos and Deimos: Dan Britt  
9:45 a.m. Discussion  
10 a.m. Exploration: NASA & Small Companies: Alan Stern  
10:45 a.m. Discussion  
11 a.m. Break  
11:15 am. Round table discussion: Mihály Horányi, moderator  
12 p.m. Wrap-up and final evaluation  
12:30 p.m. Lunch


\*Morning schedule adjusted from original lineup to accommodate an impromptu Levison/Stern debate: Is Pluto a planet?


**Speaker presentations:** All videos are posted on the workshop web page: <http://bit.ly/KZAfpX>

- Alan Stern, Planet Categorization and Planetary Science: <http://youtu.be/0PWOQGxbGWE>
- Alan Stern, Presentation 2: <http://youtu.be/haWjeDEpcnw>
- Mihály Horányi, Dusty Plasma Processes: <http://youtu.be/CCc3-HnaoYc>
- Dan Britt, The Moons of Mars: <http://youtu.be/zpjC-U3rNQQ>
- Hal Levison, Recent Advancements in Solar System Formation: [http://youtu.be/4QArFhKVL\\_o](http://youtu.be/4QArFhKVL_o)

### **Workshop Twitter feed:**

- Hashtag: #LASPnewmedia
  - Became a Twitter trending topic (<http://bit.ly/NPnTBk>) on Saturday, July 21, 2012
  - Some example tweets:


 The first thing Neil Armstrong did on the lunar surface was grab a quick "contingency sample" in case of emergency exit. #LASPnewmedia  
27 days ago · Reply · Retweet · Favorite · 5

 Fascinating hashtag to follow today: #LASPnewmedia  
28 days ago · Reply · Retweet · Favorite · 3

 My video interview w Elon Musk at @SpaceX for @Time Space: The Private Frontier <http://t.co/MyHeG1i8> #LASPnewmedia  
27 days ago · Reply · Retweet · Favorite · 7


[Target Asteroids! Opportunity for amateur astronomers to participate in long-term citizen science re NEOs #LASPnewmedia](http://osiris-rex.lpl.arizona.edu/7q=target_asteroids)  
[osiris-rex.lpl.arizona.edu/7q=target\\_asteroids](http://osiris-rex.lpl.arizona.edu/7q=target_asteroids)

 Target Asteroids! <http://t.co/13wDDBTG> Opportunity for amateur astronomers to participate in long-term citizen science re NEOs #LASPnewmedia  
28 days ago · Reply · Retweet · Favorite · 6 more

 "Most people in the IAU are as close to planetary scientists as a divorce lawyer is to a tax lawyer." @AlanStern #LASPNewMedia  
28 days ago · Reply · Retweet · Favorite · 6




 When physics thwarts housekeeping #LASPNewMedia <http://t.co/WgY2v4IK>  
28 days ago · Reply · Retweet · Favorite · 7 more

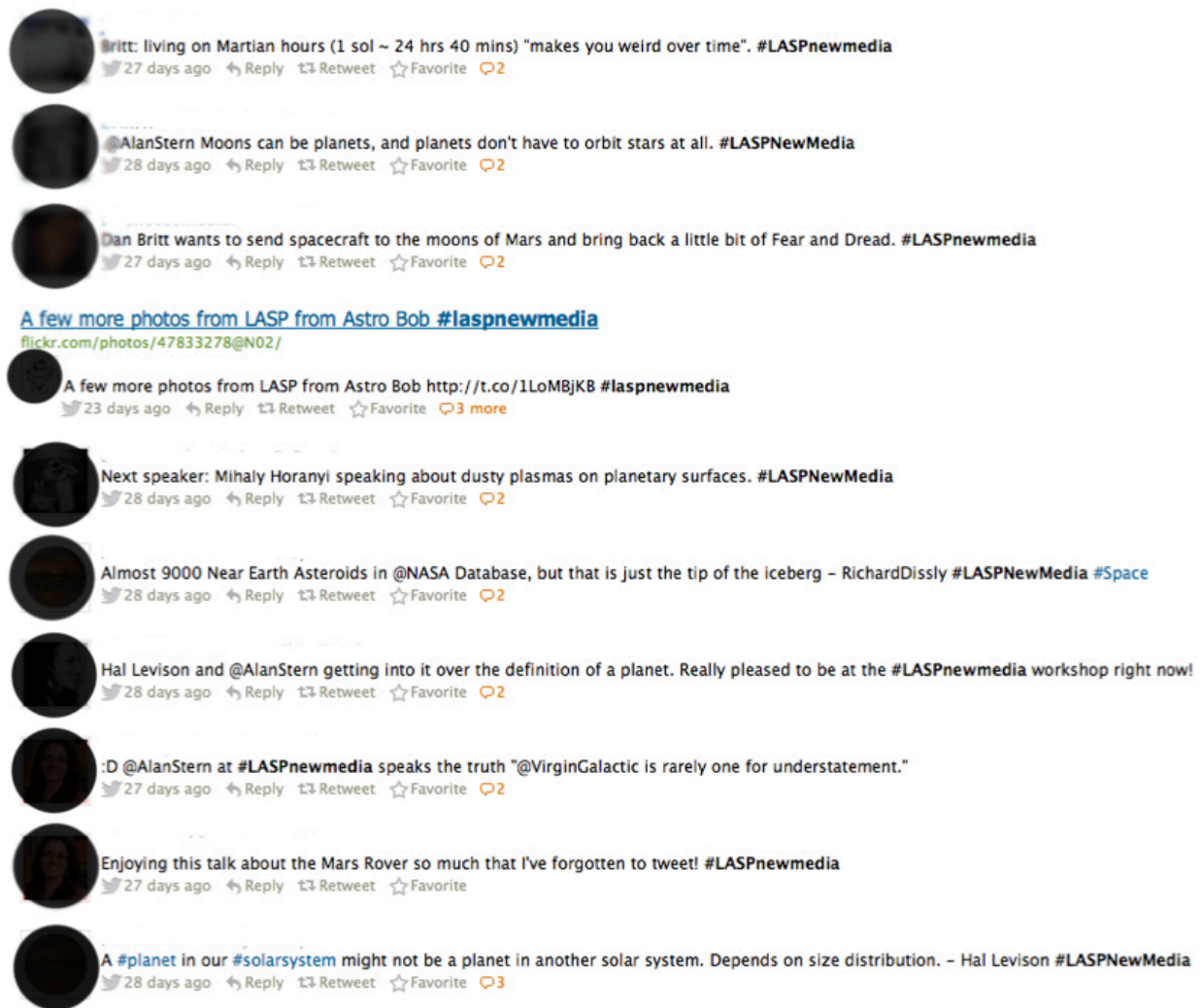
 Hal Levison & Alan Stern enter the Planetary Definition Thunderdome: 2 men enter... 9 planets enter... only 8 leave #LASPnewmedia  
28 days ago · Reply · Retweet · Favorite · 6



 Real lunar dust!!! #LASPnewmedia <http://t.co/J5ShowOt6>  
27 days ago · Reply · Retweet · Favorite · 5 more

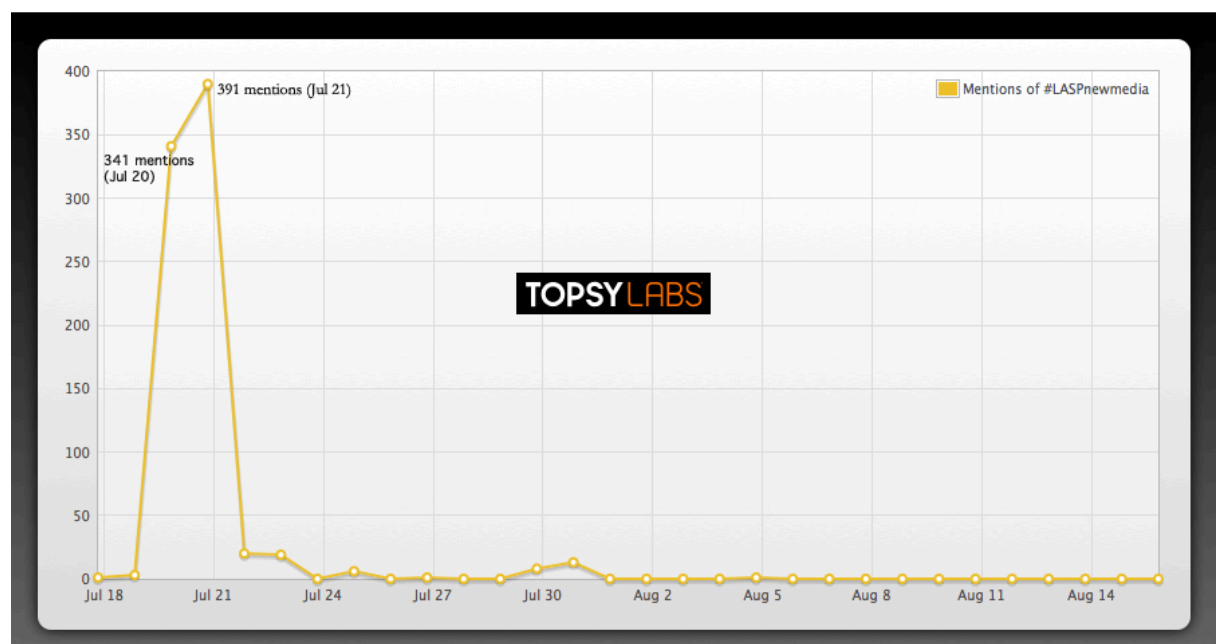
 Science outreach/edu issues are multifaceted/complicated. We can impact by sharing our enthusiasm with those who'll listen. #LASPnewmedia  
27 days ago · Reply · Retweet · Favorite · 5

 Stern: the most exciting thing going in spaceflight today is the spectrum of commercial space activities. #LASPnewmedia  
27 days ago · Reply · Retweet · Favorite · 4



- Total number of workshop-related tweets based on hashtag: ~805
  - Analytics chart via Topsy Labs:

Mentions That Matter. We only show those mentions within Twitter that are significant and valid. Significant to us means a tweet that's been retweeted or contains a link. Valid means we've removed any bots or spammy sources.



- Live tweets during presentations and tours: ~555+
  - A sampling of the live workshop tweets can be accessed at <http://bit.ly/PTaWaK>, courtesy Jason Davis for The Planetary Society.

**LASP media advisory:** <http://bit.ly/LvABGJ>

**LASP web feature:** <http://bit.ly/P0hqmZ>

#### **Sampling of resulting blog posts/media mentions:**

- “Watch asteroid 2002 AM31 zip by Earth Sunday night via live webcast.” <http://bit.ly/OeLISF>
- “Moon dust in my hand a levitating experience.” <http://bit.ly/M4ypu1>
- “Can tweets recap a new media space workshop?” <http://bit.ly/PTaWaK>
- “From facilitating citizen science to meeting space science stars and back again.” <http://bit.ly/QL3NOz>
- “Is Pluto a planet? You decide.” <http://bit.ly/M9jusH>
- “Cosmoquest Science Hangout: Mihály Horányi, lunar dust expert.” <http://bit.ly/Q66060>
- “Dwarf planet, dwarf controversy.” <http://bit.ly/Pu1v1F>
- Some attendees will produce additional material in the future based on what they learned at the workshop.

**Top themes** (popularity based on amount of tweets/blog posts, and final evaluation):

1. Is Pluto a planet? The Levison/Stern debate
2. CCLDAS dust accelerator tour
3. Near-Earth objects/asteroids

#### **Photo archives:**

- Courtesy Kevin Baird: <http://bit.ly/RdUNms>

#### **Evaluation results:**

- Some general results:
  - 65% strongly agree and 29% agree that they left the workshop with increased knowledge about space research and exploration in general
  - 65% agree and 35% strongly agree that they have new ways to explain the importance and challenges of space science to their audiences as a result of the workshop
  - 82% strongly agree and 24% agree that through the workshop, they connected with New Media practitioners who they didn't know before
- A sampling of the comments:
  - “This workshop significantly improved my ability to connect with the people/places I need to in order to expand my network for space science writing.”
  - “I appreciated the perspectives and research of the scientists and the candid way they showed them. I will definitely return to these researchers as experts for stories and background.”
  - “In addition to tweets during the conference, I will use this as part of future articles on spaceflights and human exploration.”
  - “It has given me new perspectives on new media outreach and how to better reach a wide audience.”