



European Southern Observatory



ESO?

◆ ESO:

- ◆ The European organization for Astronomy
- ◆ Build and operate telescopes
- ◆ ... in the Southern Hemisphere

3 sites in Chile:

- ◆ La Silla: 3.6m telescope + HARPS, the planet machine



ESO?

- ◆ Paranal
 - ◆ Very Large Telescope
 - ◆ VLT
 - ◆ Survey Telescopes VST and VISTA



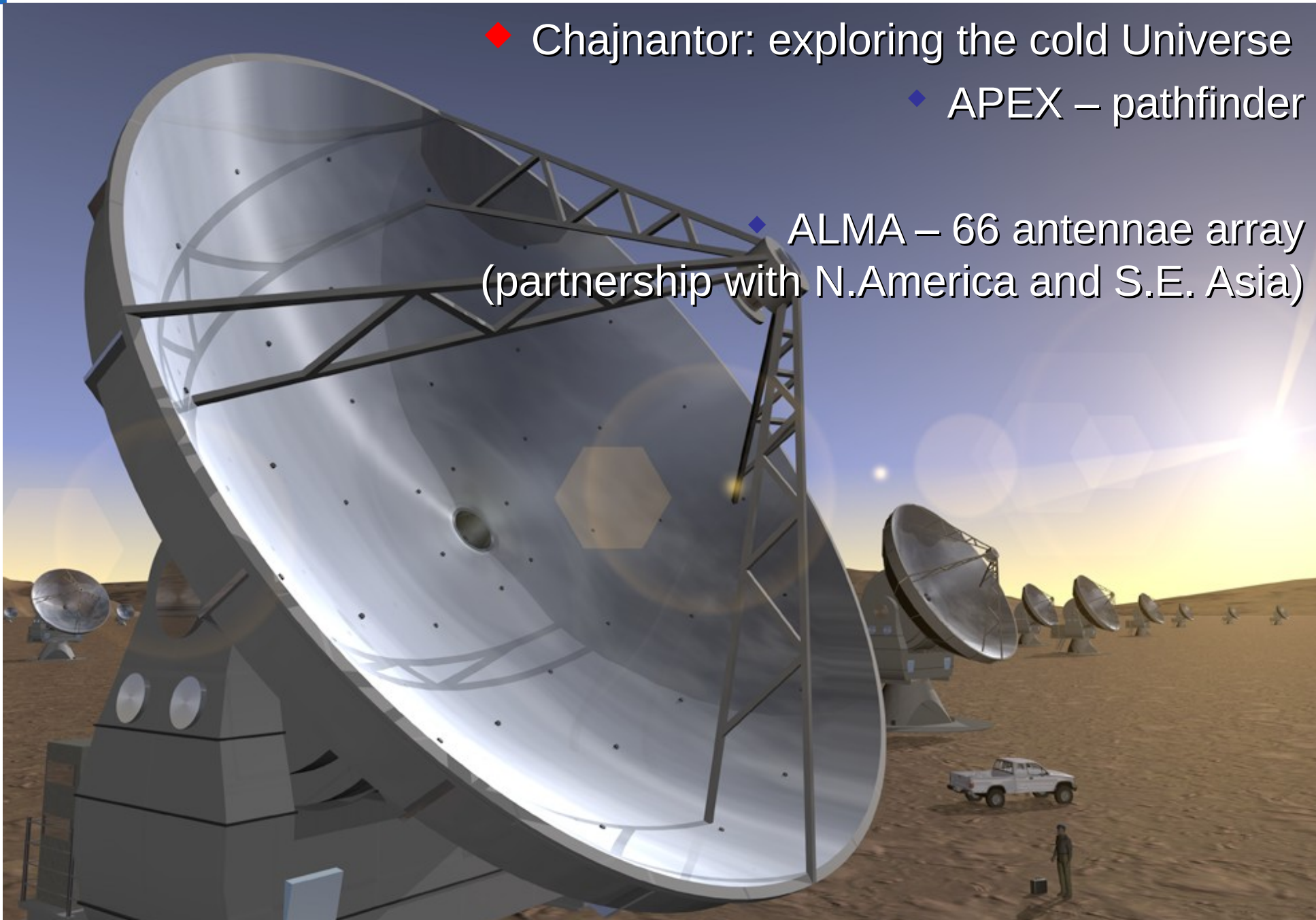
ESO?

◆ Paranal



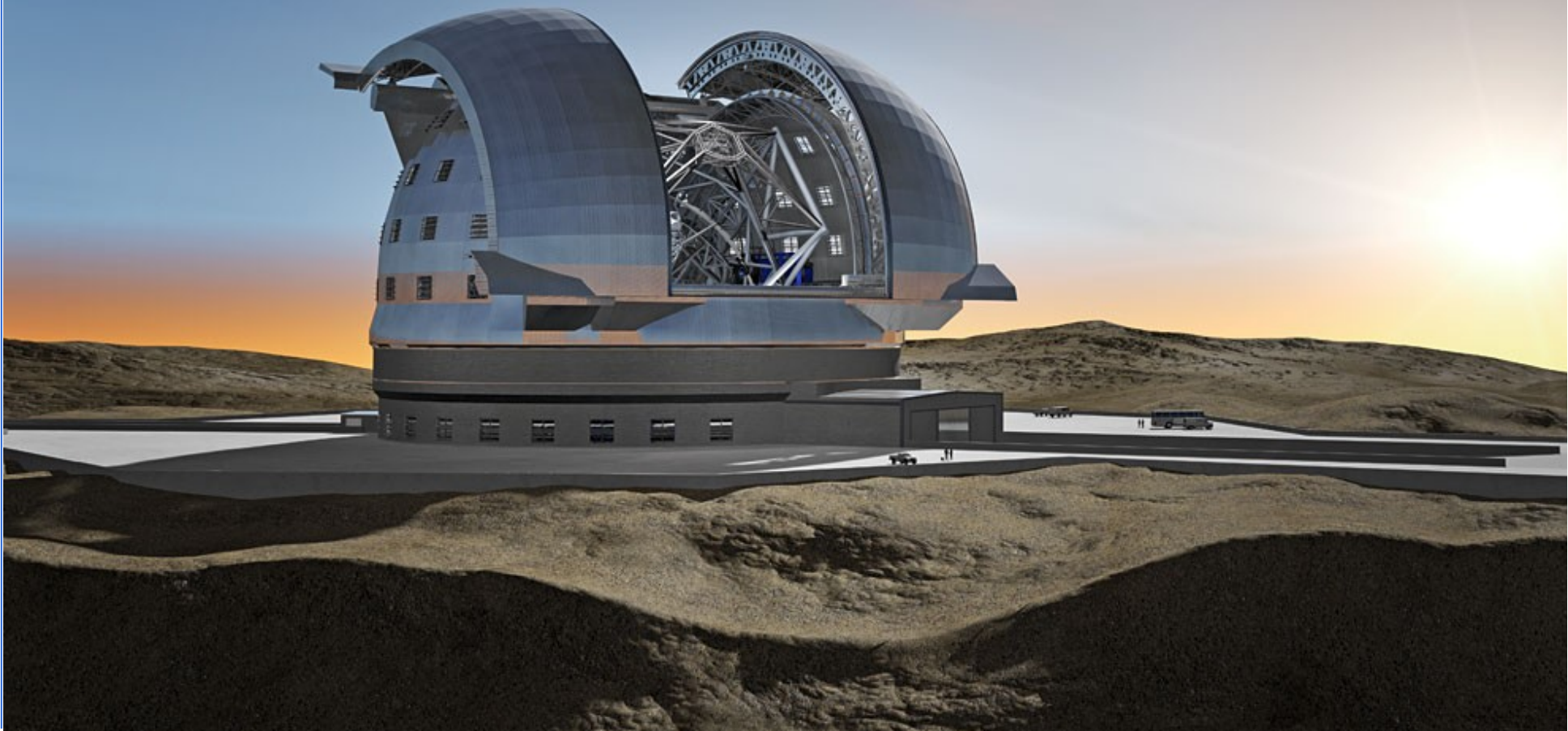
ESO?

- ◆ Chajnantor: exploring the cold Universe
 - ◆ APEX – pathfinder
 - ◆ ALMA – 66 antennae array (partnership with N.America and S.E. Asia)



ESO?

- ◆ Armazones (~Paranal)
 - ◆ European Extremely Large Telescope (soon...)





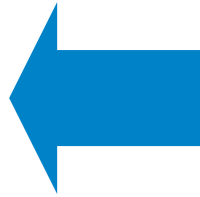
Translating to 20 languages on a deadline — about ESO's Science Outreach Network

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Margarida Serote, Miguel Mas-Hesse, Natalia Ruiz
Zelmanovitch, Robert Cumming, Daniel Dahlin, Nicolas Cretton,
Lucy Stone, Valentina Rodriguez, Herald Buneci, Ákos
Kereszturi, Ferenc Horvai, Sævar Helgi Bragason, Clair
McSweeney, Tom Bonner, Martins Gills, Andreas O. Jaunsen,
Jan-Erik Ovaldsen, Krzysztof Czar, Valentin Grigore, Kirill
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Why?

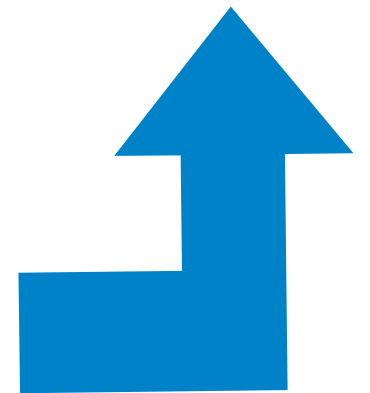


ESO outreach
targets international audience

- ◆ Multicultural
- ◆ Multilingual



ESON



- ESO outreach
 - produces
 - Web content
 - Press Releases, announcements, etc...
 - is
 - Centralized
 - English-based

What?

◆ Local contact

◆ In the local language

"Mayday, mayday, we are sinking."

"German Coast Guards here, what are you sinking about?"

◆ Direct

◆ Localized

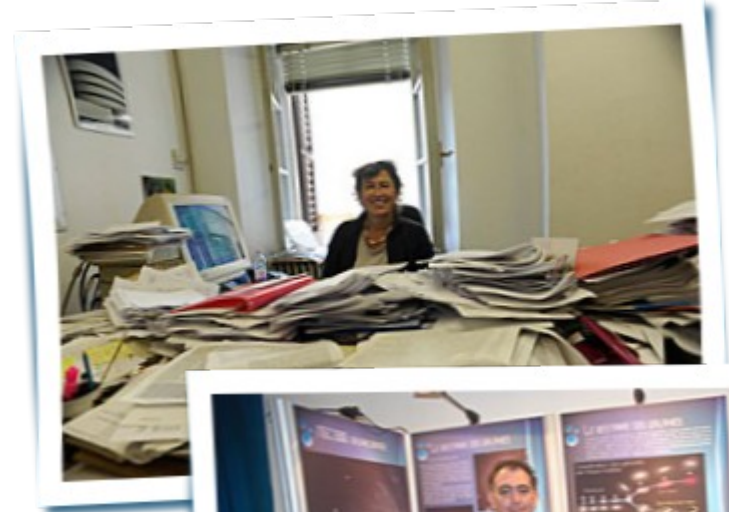
- Additional info about local researcher, local university...

◆ Personalized

- Many ESONers have personal relations with media

◆ Front line for local questions

- Most questions need only basic understanding of the news and/or of ESO
- Few questions are more technical or political



What??

- ◆ Translated content
 - ◆ Wider direct audience
 - ◆ Proper content and translation of technical terms

advantage for
journalists,
even for those who
read English



- ◆ Increased diffusion of science and astro

and
- ◆ More traffic to eso.org
- ◆ More visibility of ESO
- ◆ Increased brand awareness



Who?

◆ Outreach specialists

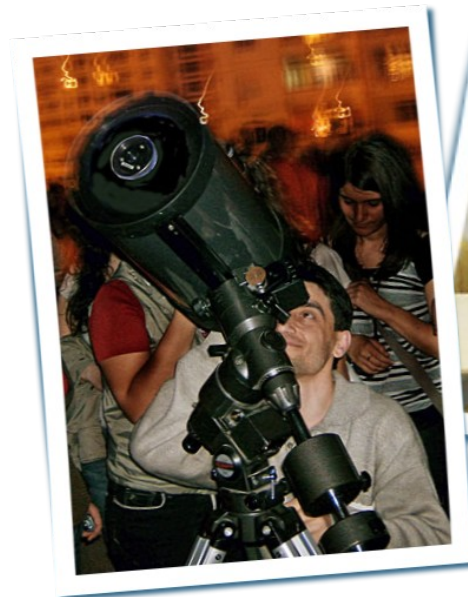
- Planetarium, Science Museum, educators, astronomers...

◆ Press officers

- From academic/research institution

◆ Volunteers

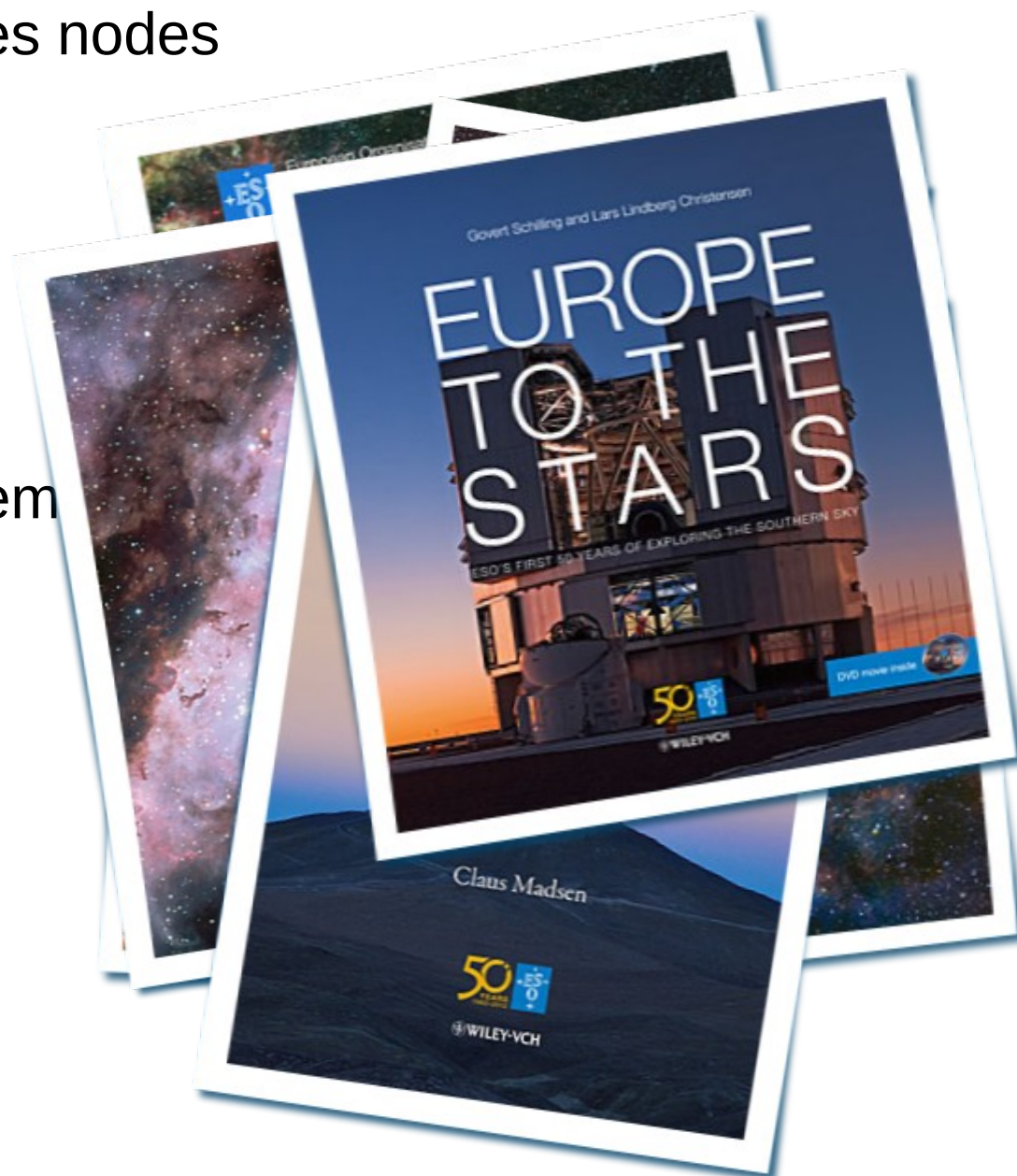
- Amateurs, astro-clubs



ESO contribution?

- ◆ Some € for Member States nodes
~covers translations
- ◆ Goodies for distributions
- ◆ Direct access to our system

“Win-Win”



Where?

- ◆ ESO Member States + Chile Host State,
 - ◆ 15+1, some in English, some multilingual



- ◆ Prospective member states,

- ◆ Others



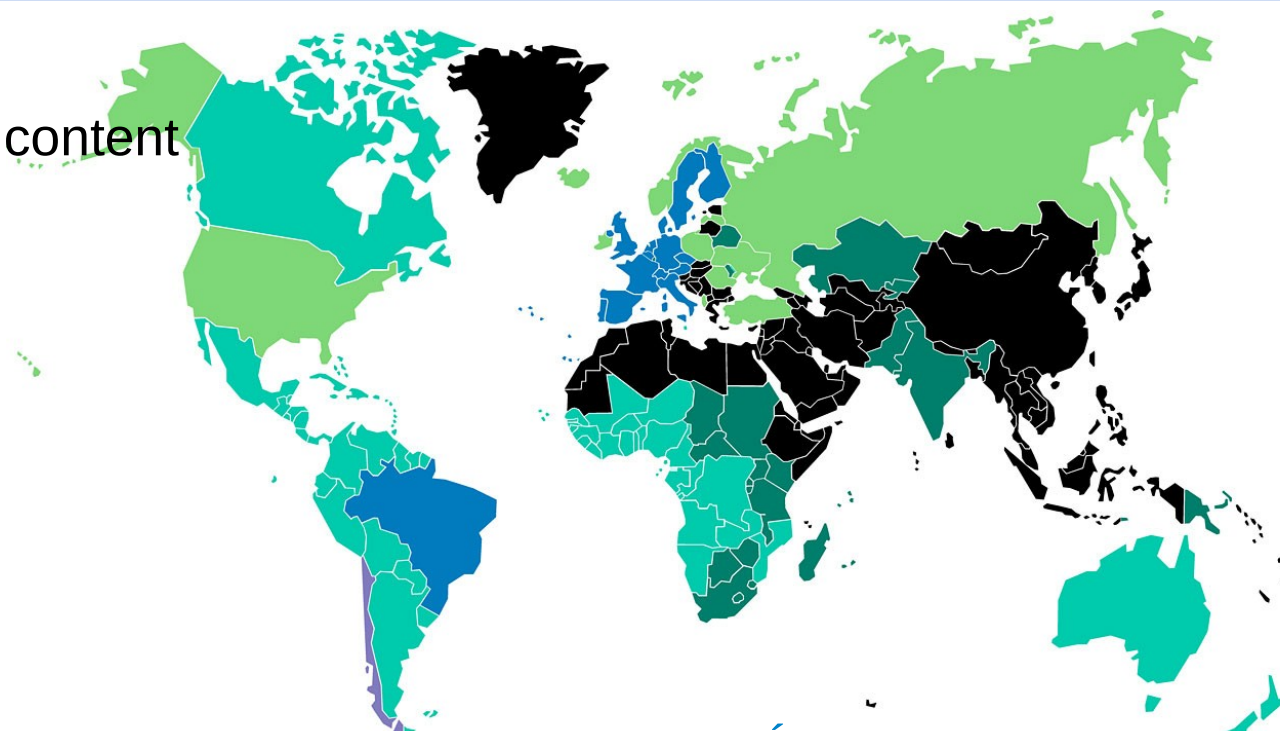
- ◆ Priority for large language groups
- ◆ Avoid right-to-left writings
- ◆ Avoid non-UN recognized countries
- ◆ Based on volunteer availability

Reach

- ◆ 33 mini-sites,
 - 30 with original content
 - 3 in English

- ◆ 29 countries

- ◆ 21 languages



Česky • Dansk • Deutsch • Español • Français • Íslenska • Italiano •
 Latviešu • Magyar • Nederlands • Norsk • Polski • Português Br •
 Português Pt • Română • Shqip • Suomi • Svenska • Türkçe • Русский
 • українська + **kids!**

Press releases in 1+17 languages

- ◆ Reaching **1 519 000 000** people in their language

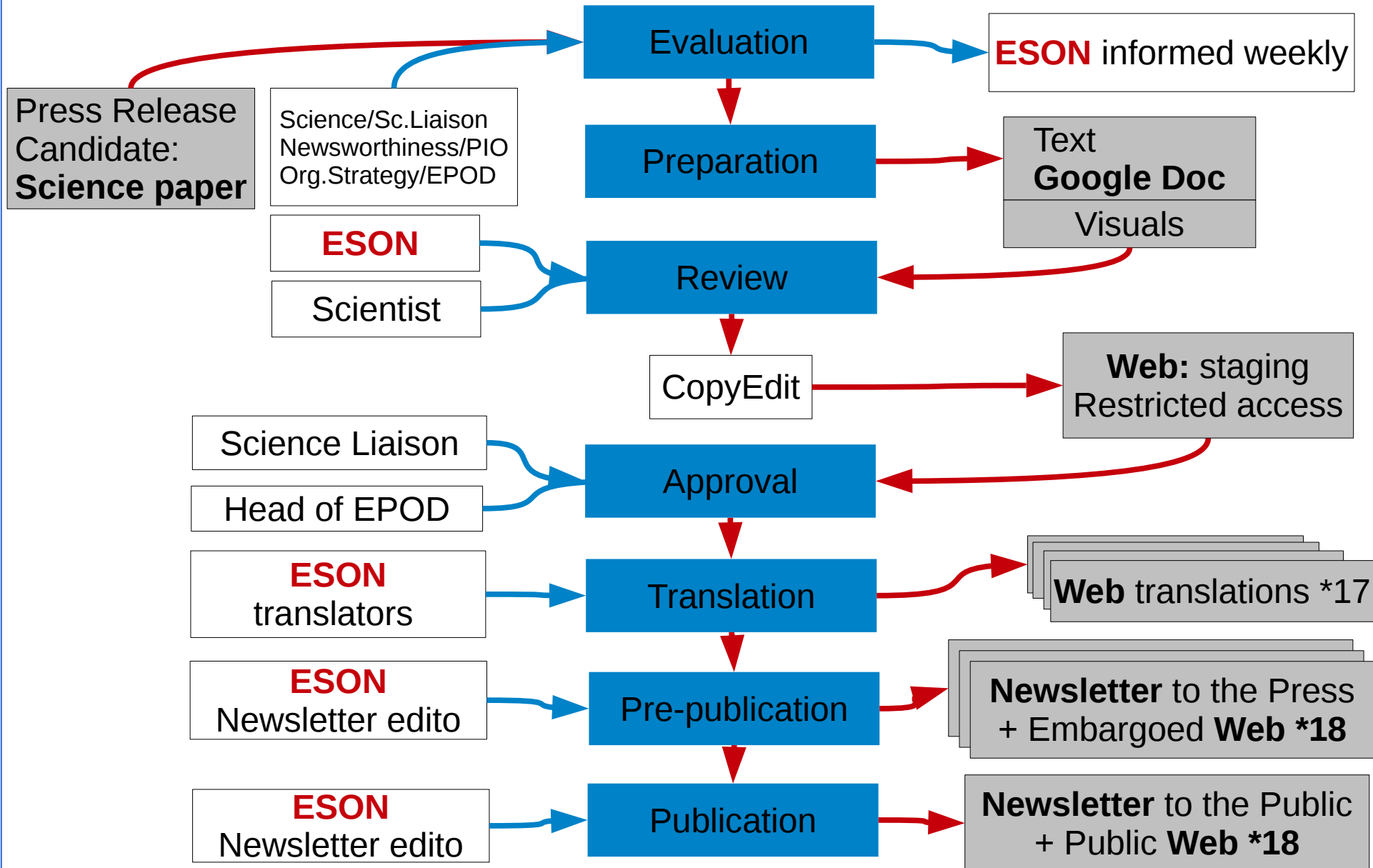
How?

- ◆ Collaborative tools
 - ◆ Google Docs
 - For overview
 - For individual document/project
 - ◆ Email lists: `eson@eso.org` = `eson-austria@eso.org` + `eson-belgium@eso.org` + ... + `eson-usa@eso.org`
- ◆ Custom-built web CMS and database infrastructure
 - ◆ Djangoplicity, based on Django
 - ◆ CMS handles Press Releases, Announcement, Images, Videos, etc...
 - ◆ Contact database and distribution database **Lars' talk**
 - ◆ News-letters

How??

- ◆ Deep integration of ESON in production process.
 - ◆ Example: process for a Science Press Release

How??



[illegible]

- ◆ D-60: Review candidate
 - ESON notified of the results
- ◆ D-15: Internal review of the release draft
 - Specific connections with countries/institutes flagged, ESON notified
- ◆ D-7 (Wednesday): draft to ESON for comments
- ◆ D-5 (Friday): Final version ready for ESON translation
- ◆ D-3 (Monday): Release sent under embargo to the press
 - ESONers send personalized/localized newsletter 7k journalists
- ◆ D-0 (Wednesday): Release is public



Results!



European Southern Observatory

ESO — Reaching New Heights in Astronomy

Public

Science

User Portal

Intranet

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14 Jun 2013

ESO for the Public

About ESO

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ESO, the European Southern Observatory, builds and operates a suite of the world's most advanced ground-based astronomical telescopes





European Southern Observatory

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Go!

ESO for the Public > ESO in your Language > Germany (Deutsch)

Germany

Über die ESO

Bilder

Videos

Nachrichten

Ankündigungen

Teleskope und Instrumente

Wissenschaftliche Ergebnisse

Beziehungen zur Industrie

Die ESO, die Europäische Südsternwarte, baut und betreibt mehrere der weltweit fortschrittlichsten bodengebundenen astronomischen Teleskope



Pressemitteilungen

1

2

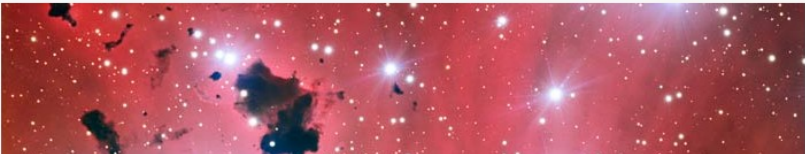
3

4

5

Zeige alle

Abonnieren



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Go!

ESO, l'Osservatorio Europeo Australe, costruisce e opera i più avanzati telescopi da terra.



Comunicati stampa

1

2

3

4

5

Vedi tutto

Iscriviti

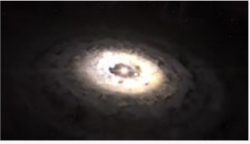


Arbeit

15-jährige Jubiläum des Very Large Telescope (VLT)

Die VLT feiert heute ihren 15. Geburtstag. Die VLT ist die undurchsichtigste Arbeit.

ESOcast



06 giugno 2013 — eso1325a

ESOcast 58: ALMA scopre una fabbrica di comete

Trovaci su

f

t

YouTube

v

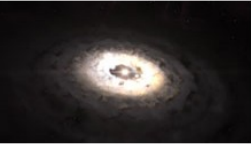
Bild der Woche



10. Juni 2013 — potw1323

Anstieg und Abfall einer Supernova

ESOcast



6. Juni 2013 — eso1325a

ESOcast 58: ALMA entdeckt eine Kometenfabrik

Finden Sie uns auf

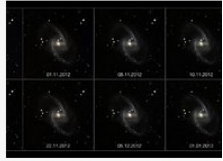
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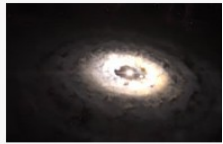
Picture of the Week



10 June 2013 — potw1323

The Rise and Fall of a Supernova

ESOcask



6 June 2013 — eso1325a

ESOcast 58: ALMA Discovers Comet Factory

Find us on

f

t

YouTube

v

Highlights

Now Available

Outreach Community Newsletter June







12 juni 2013 — ESO Science Release eso1326nl-be

**Nieuw soort veranderlijke ster ontdekt— Kleine
helderheidsveranderingen verraden een compleet nieuwe klasse
van sterren**

L'actualité de l'ESO

12 juin 2013

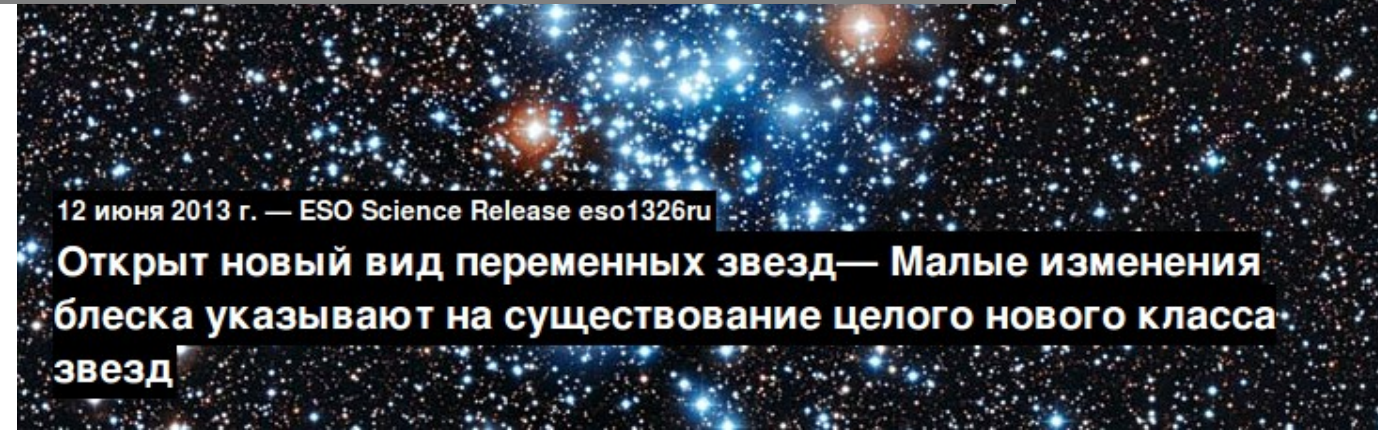


12 juin 2013 — ESO Science Release eso1326fr

**Découverte d'un nouveau type d'étoiles variables— D'infimes
variations de luminosité révèlent une toute nouvelle classe
d'étoiles**

Новости ESO

12 Июнь 2013



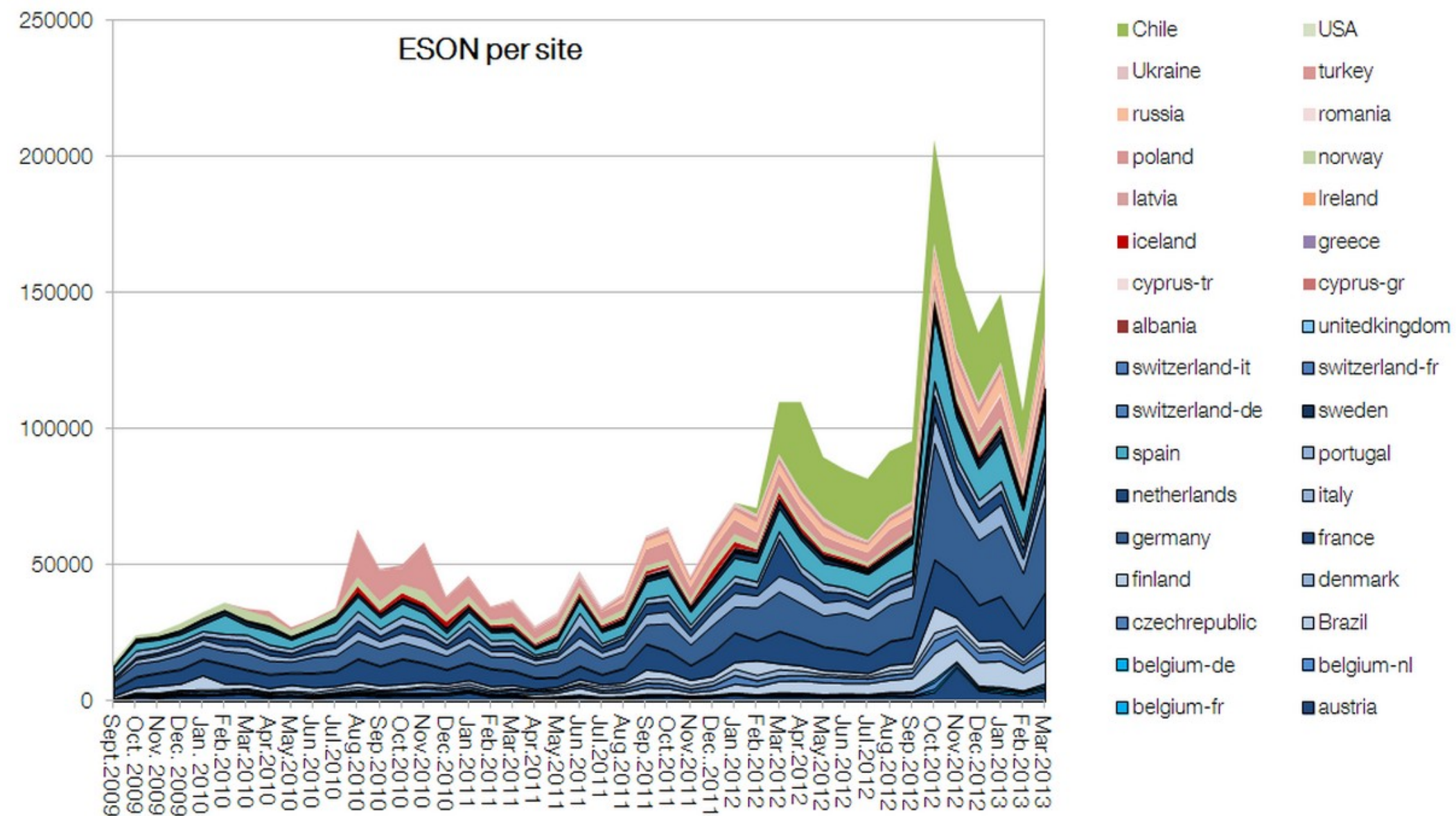
12 июня 2013 г. — ESO Science Release eso1326ru

**Открыт новый вид переменных звезд— Малые изменения
блеска указывают на существование целого нового класса
звезд**

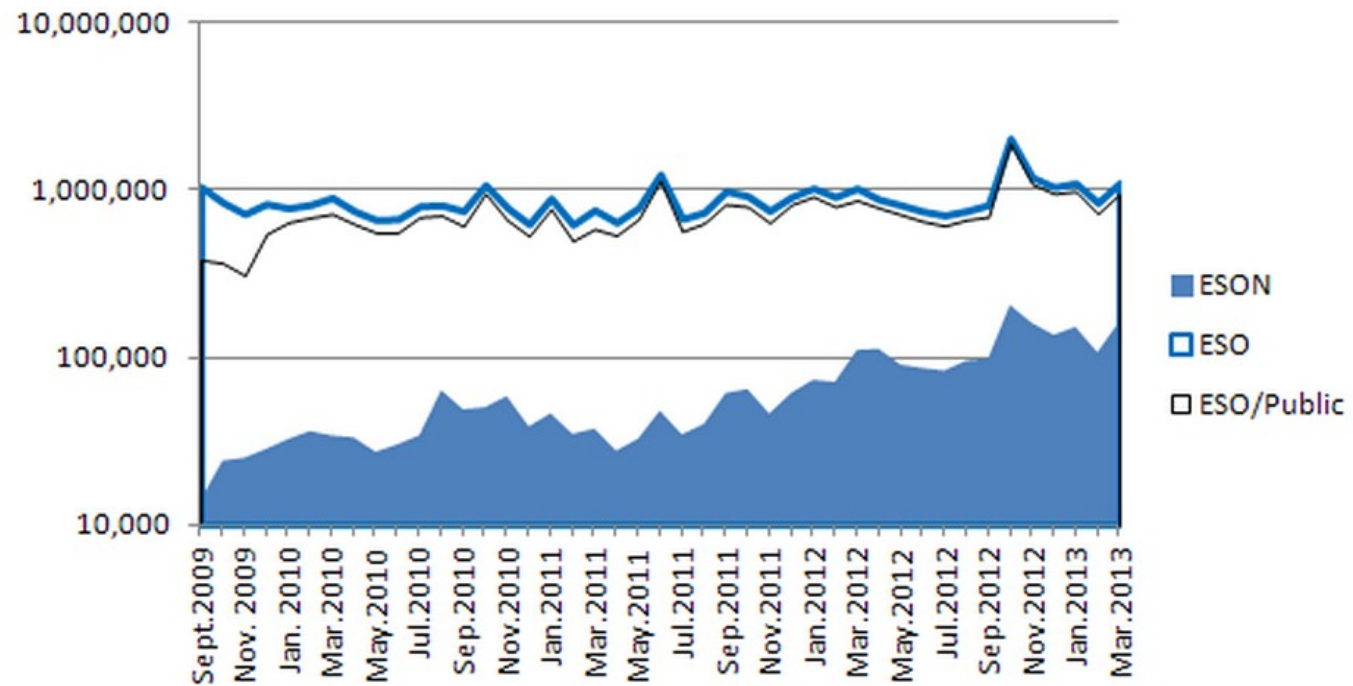
Does it work?

[illegible]

Results!!!



Results!!!!



50+ Press Releases/yr, in 20 languages, on time

- ◆ Great ESON team
 - ◆ Very qualified
 - ◆ Very motivated
 - ◆ Very hard working
- ◆ Well-oiled process
 - ◆ With integration of the team
- ◆ Strong infrastructure
 - ◆ Collaborative tools
 - ◆ Web Content Management System & Data Base

