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
  - VLTI
  - Survey Telescopes VST and VISTA
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

Olivier R. Hainaut, Lars L. Christensen (ESO)

Raquel Shida, Mathias André (ESO)

ESO outreach targets international audience

- Multicultural
- Multilingual

- ESO outreach
  - produces
    - Web content
    - Press Releases, announcements, etc...

- ESON
  - 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

![List of flags: DE, NL, BR, PT, ES, SE, FR, IT, DE, AT, CH, UK, CA, MX, AU, JP, CN]

♦ 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??

Press Release Candidate: Science paper

Science/Sc.Liaison
Newsworthiness/PIO
Org.Strategy/EPOD

Evaluation

Preparation

Review

CopyEdit

Approval

Translation

Pre-publication

Publication

ESON informed weekly

Text Google Doc

Visuals

Web: staging
Restricted access

Web translations *17

Newsletter to the Press + Embargoed Web *18

Newsletter to the Public + Public Web *18
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>17.06.2013</td>
<td>This is to be put on facebook...</td>
</tr>
<tr>
<td>17.06.2013</td>
<td>This is not actually POF 10.01.14 for this, both Bender and Linsalata and</td>
</tr>
<tr>
<td></td>
<td>Chapelliere entered this data.</td>
</tr>
<tr>
<td>18.06.2013</td>
<td>Test to Ap L40 PHO</td>
</tr>
<tr>
<td>20.06.2013</td>
<td>Test with Hubblecast 67. Around 15:00 LSST (will confirm)</td>
</tr>
<tr>
<td>21.06.2013</td>
<td>Movie VERY VERY slowly. 2011 Woodwind have found the stars (2012 the evolution</td>
</tr>
<tr>
<td></td>
<td>of the planets starts growing mass) 2013 The ices have started a fossilization</td>
</tr>
<tr>
<td></td>
<td>process. Current theories have the planet in Brussels by 2062 for the ESO-306,</td>
</tr>
<tr>
<td></td>
<td>agreed that plot becomes does not proposed &amp; ESO.</td>
</tr>
<tr>
<td>26.06.2013</td>
<td>More concerning HARPS-ESO to see if they want to be involved (3100).</td>
</tr>
</tbody>
</table>

**ESON**
- **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!
Results!!

12 juni 2013 — ESO Science Release eso1326nl-be

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

12 juni 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

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?
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