

Report of the *ARISS*
PR committee
October 2006

Publicity for ARISS activities

- During the past year, our PR activities continue to expand and improve in quality.
 - Regular weekly ARISS status reports are provided by Carol Jackson to NASA and to the world on the ARISS web site. These reports summarize activities and provide pointers to more detailed information in the various countries
 - Charlie - AJ9N, provides almost daily info on school contact schedules and successes

From the USA

- ARRL's Rick Lindquist publishes stories for every QSO for every ARISS region
- Kenneth Ransom provides many news releases about QSOs
- Echolink distribution of voice contacts is being used more and more thanks to Dieter Schliemann KX4Y
- ARISS mentors are asking schools to ensure PR is done, and it is!
- The US ARISS Team members continue to give well reported public presentations to meetings and symposia

- Rosalie reports that:
 - Johnson Space Center's Education Office plans to aid us with how to share news with the educational outreach offices at NASA centers around the US so that their staffs can spread the word.
 - Maybe other ARISS Region's space centers can do the same thing.

In Europe

- With excellent cooperation from ESA, Gaston has organized and publicized many successful ISS school contacts in European countries.
- Also, with the cooperation and support of European shuttle astronauts, ARISS has participated in an increasing number of well publicized school contacts

In Japan and Australia

- JARL news regularly carries stories (in Japanese) on ARISS school contacts and other ARISS achievements.
- the Wireless Institute of Australia carries stories about local ARISS school contacts on its website, in its newsletters, and in regular podcasts.

In Canada

- Steve MacFarlane VE3TBD, ARISS mentor, has been excellent at publicizing the program in Canada. He has very good media connections.
- Bj Madsen, VE5FX in Saskatchewan, responsible for the RAC educational program, has been publicizing ARISS to Canadian schools and of course to the press at every opportunity.
- IRLP audio distribution and the Discovery web site

A Success story !

- All time record for PR was set because of SuitSat - a hot topic for the media, including the following:
 - Reader's Digest
 - ABC World News
 - Associated Press
 - CNN
 - CBS
 - Discovery Channel

- Houston Chronicle
- Herald Times (newspaper)
- Florida Today (newspaper)
- Science@NASA
- newscientist.com
- AstroNet
- Playfuls.com
- YubaNet
- Russian Energia Web site
- Spaceflight@nasa.gov

- National Geographic News
- Popular Science
- Electronic Design News
- Science magazine
- Canadian Broadcast Corp
- New York Times
- Washington Post
- Aviation Week
- Washington Times

-Various countries' AMSAT
Web pages

-National Public Radio's
nightly show, "All Things
Considered"

-In just 24 hours' time, the
SuitSat Web site (that Rick
Lindquist listed in his ARRL
Web article) saw 40,000 hits!
By noon the second day, the
total was 60,000 hits.

•(Info thanks to Rosalie White)

Room for improvement

- We could still do a better job at getting through to, and gaining more support from, the average ham
- Some Space Agencies, notably CSA have not been as much involved in the ARISS program as we might have hoped