

Sharing the Wonders of the Hubble Space Telescope

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Abstract

The NASA/ESA Hubble Space Telescope has left a lasting impact not only on the scientific community, but for the general public as well. At the Space Telescope Science Institute (STScI), the Office of Public Outreach uses a range of techniques and technologies to engage the public in the wonders of Hubble and its discoveries.

1. Introduction

The Hubble Space Telescope is a joint mission between NASA and ESA. In the 29+ years it has been in orbit, the telescope has made remarkable discoveries both within our Solar System and beyond. These discoveries have not only advanced many fields of astronomy, but the mesmerizing images have made Hubble one of the most recognizable missions studying the universe. STScI in Baltimore, Maryland is the Science Operations Center for Hubble. With its in-house Office of Public Outreach, STScI is able to be a direct connection between the science news results and the creation of products and activities for the general public.

2. News

The News team at STScI communicates the recent discoveries of Hubble to media and news outlets, social media platforms, and the general public. Enabled by the co-location of the News team with other Office of Public Outreach teams (e.g., communications, education, production), assets created for news are used to create resources for the general public in a timely manner and integrated into high impact products through partnerships.

3. HubbleSite.org

HubbleSite.org is the public website for all things Hubble science related. A modernized site, to be launched in the summer of 2019, is designed to engage the public in ways proven to be effective for how people use digital media and platforms. The site includes News Releases, Image/Video galleries, a

history of Hubble, information about the science that Hubble contributes to, and resources for learners.

4. Visualizations

Given the impressive imagery of Hubble, data is frequently made into scientific visualizations that inspire and awe. In 2018, the STScI collaborated with Grammy Award-winning composer Eric Whitacre to develop Hubble imagery for a symphony inspired by Hubble's Deep Field image. The resulting film, "Deep Field: The Impossible Magnitude of Our Universe," debuted at the Kennedy Space Center last November, and has since been screened over a dozen times in multiple countries.

5. Hubble 30th Anniversary

Launched on April 24, 1990, Hubble will be celebrating its 30th anniversary in 2020. Efforts are underway to support an international celebration of this remarkable mission. Outreach plans will span a variety of techniques and venues.

6. Summary

The Hubble Space Telescope is one of NASA/ESA's most successful missions with a long history of engaging the public. Science communication about the wonders of Hubble is a key piece of the work done in the Office of Public Outreach at the STScI, in Baltimore, MD and has been an influential part of the continued success of the mission.

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