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NEO
PROJECT GROUP

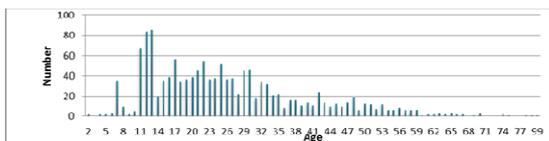
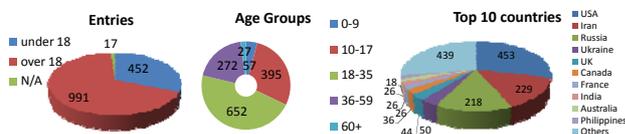
The 2013 SGAC Name An Asteroid Campaign – Overview, Results, Lessons Learned – A Strategy for IAWN to Educate the General Public

Alex Karl

SGAC was donated the discoverer’s naming privilege for two asteroids to use in outreach. In 2013 SGAC held a global asteroid naming campaign open to the general public of all ages. The aim was to engage as many people as possible to submit a name as well as to provide educational material about NEOs in the form of links for the interested participants. During the seven week campaign over 1500 entries were received from 85 countries. The submissions were grouped into two age groups, shortlisted, and sent to the IAU’s CSBN who approved all six suggestions. Based upon the experiences and lessons learned from this campaign SGAC is recommending a strategy for IAWN to utilize similar campaigns around the globe to reach its aim of establishing itself as a credible and trusted source for the general public about NEOs while simultaneously raising the awareness and knowledge about NEOs among the general public.

Overview & Results

The campaign utilized the volunteer network of SGAC. Each country has up to two National Points of Contact (NPoC) – volunteers that represent SGAC in their country. Asking them to spread the word within their country about the campaign was key towards reaching the general public. **Within the 7 week campaign in which entries were accepted, over 1532 entries from 85 countries were received** via the online form.



A closer look at the distribution by country that almost 60% of the submissions came from 3 countries: USA, Iran, and Russia. The main reason is due to the fact that the volunteers were particularly active in spreading the word of the campaign via social media and managed to mobilize many members of the general public to participate.

Media impressions



Names

(3757) Anagolay
Mohammad Abquary Alon (20) from Philippines.

(3988) Huma
Homa Samanabadi (48) and Foad K. (56) from Iran.

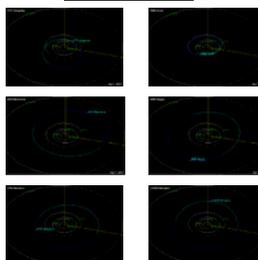
(4633) Marinbica
Cristian Lazar (22), Ioana Tatarciuc (17), Daniel Cosovanu (17), Rares Iova (16), Alexandru C. (16), Jessica A. (16), Alina M. (17), Roxana (22), Ignat O. (40), Simanoa C. (39), all from Romania.

(4668) Rayjay
Chanaka P. (16) from Sri Lanka.

(4784) Samcarin
Aafaque R Khan (23) from India.

(151834) Mongkut
Sethapong Pattaramekanon (13) from Thailand.

Orbits



IAWN Strategy

On a recent SWF workshop it was recommended that IAWN establishes itself as a trusted and credible source of information for the general public for NEOs.

In order to reach that goal, IAWN has to be recognized by the general public. This could be done by holding national asteroid naming campaigns around the world. The resources needed would be comparatively small for IAWN itself: For each campaign an unnamed asteroid, a website, and the right people who support the national campaigns, are needed.

The Planetary Defense Community should have sufficient as yet unnamed asteroid discoveries to their credit which could be used for that purpose. Partnering with local space agencies or research institutes would provide access to professionals in local language, media, communication and PR to spread the word about the campaigns and provide materials.

Campaigns like these would lead to a win-win scenario, IAWN would establish itself as the trusted source for NEO information while the public has the opportunity to name an asteroid and gain knowledge.

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