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Frascati, Roma, Italy

- Planetary Defense – Recent Progress & Plans**
- NEO Discovery**
- NEO Characterization**
- Mitigation Techniques & Missions**
- Impact Effects that Inform Warning, Mitigation & Costs**
- Consequence Management & Education**

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THE PLANETARY SOCIETY NEO EDUCATION AND COMMUNICATION PROGRAM

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ABSTRACT

As part of its mission to empower the world's citizens in space science and exploration, The Planetary Society works to educate and excite the public about Near Earth Objects (NEOs), and the NEO threat. The Society is pursuing strategies to significantly expand NEO-related education and public engagement activities. At the Planetary Defense Conference, we will share examples of successes, share lessons learned, and seek to forge new collaborations for NEO education.

Celebrating 35 years, The Planetary Society is an international non-profit organization and the world's largest space interest group. In its new 2015-2017 Strategic Plan, The Planetary Society slates a key initiative to engage the public in space exploration, and the goal to help defend Earth against hazardous asteroids. These two strategic priorities come together in The Society's NEO public education and communication program.

Through its robust multimedia communication channels, the Society reaches millions of people across the world. The Society reaches this broad audience through compelling stories and a variety of media, including print, web, radio, video, and social media. Prior and ongoing NEO public communication efforts have included: utilizing popular Society spokespersons including CEO Bill Nye; creating blogs and hosting guest blogs on the popular Society website planetary.org; covering the Planetary Defense Conference as well as having frequent interviews with members of the NEO community on the Society's weekly radio show *Planetary Radio* that airs on more than 100 radio stations and as a podcast; carrying out public events, including at past and current Planetary Defense Conferences; covering NEO topics on Society social media platforms as well as on individual spokesperson accounts; incorporating NEOs and NEO threat discussion in Bruce Betts' online college Introduction to Astronomy course; covering NEO topics in the Society member

magazine *The Planetary Report*; and carrying out NEO education as part of reporting on Society NEO sponsored projects such as Shoemaker NEO Grants and research into Laser Bees deflection.

As part of its strategy to maximize public engagement and education, The Planetary Society has increased video production plans, capacity and staff. Through public outreach videos for YouTube, Facebook, and other channels, The Society is reaching its robust following of members, space fans and the public through today's preferred methods. Videos include: the popular new Random Space Fact series that combines facts with humor, videos about timely space topics, advocacy opportunities and special events. Additional NEO focused videos are being developed.

Educating the public about the NEO threat in accurate and engaging ways can create a realistic sense of the level and nature of the threat, while simultaneously garnering public support for NEO related research.