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**An analysis of IAWN communication audiences and recommendations to increase publicity among the NEO community and the general public**

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**ABSTRACT**

The International Asteroid Warning Network (IAWN) links existing NEO discovery teams, NEO observers, orbit computation centers, and communication experts to assist governments in understanding asteroid impacts, their frequency, consequences, and possible responses. In the event of an imminent impact, IAWN will alert the international community.

This paper focusses on two aspects:

**1. Communication**

The role IAWN plays in communicating to different audiences such as the NEO community, national and international policy and decision makers, emergency managers, and the general public will be analysed taking into account the different needs and backgrounds of the various parties.

Recommendation are made to address the actuality of the data as well as the availability to different audiences.

## 2. Outreach and publicity

Due to its recent creation IAWN, and SMPAG for that matter, are still relatively unknown, both within the NEO community and the general public. For both groups recommendations will be made how to increase its publicity and why it is important to do so.

The general public can be engaged via national Asteroid Search campaigns and Naming campaigns that are open to the public. Asteroid search campaigns use telescope images that are searched for asteroids using special software. Naming campaigns are open to anyone who is interested in naming an asteroid, utilizing social media and traditional media can yield a high reach among the public. Both campaigns would also provide an opportunity to educate the public.

The NEO community is composed of different actors, who have different connections to IAWN. These connections will be outlined and recommendations how to reach the different actors will be made.

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