

25 Years of Chandra Innovation & Communication



CHANDRA'S REACH EXPLODES!

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Transformative engagement created with public and stakeholder audiences

The Chandra 25th public engagement & communications roadmap used a variety of projects and platforms to connect the public to the telescope & its science. The multi-month campaign featured partnerships across government agencies, academia & private entities. We used traditional communications strategies & implemented innovative strategies developed for Chandra.

MEDIA CONNECTS US

SINCE THE START OF CHANDRA'S 25TH YEAR IN JAN 2024:

18 press & images releases from SAO/CXC issued to the media; Each release mentioned Chandra's anniversary & some directly connected the substance of the release to an element tied to the 25th.



Monthly Impacts (Jan-Jul)

On average each month, from January through July, media efforts generated **328** articles reaching potential audience of **1.15 B** people.

Total Impacts (Jan-Jul)

Over **2,200** articles about were created with potential to reach **8 B** people during the first half of 2024.



EXPANDING OUR UNIVERSE

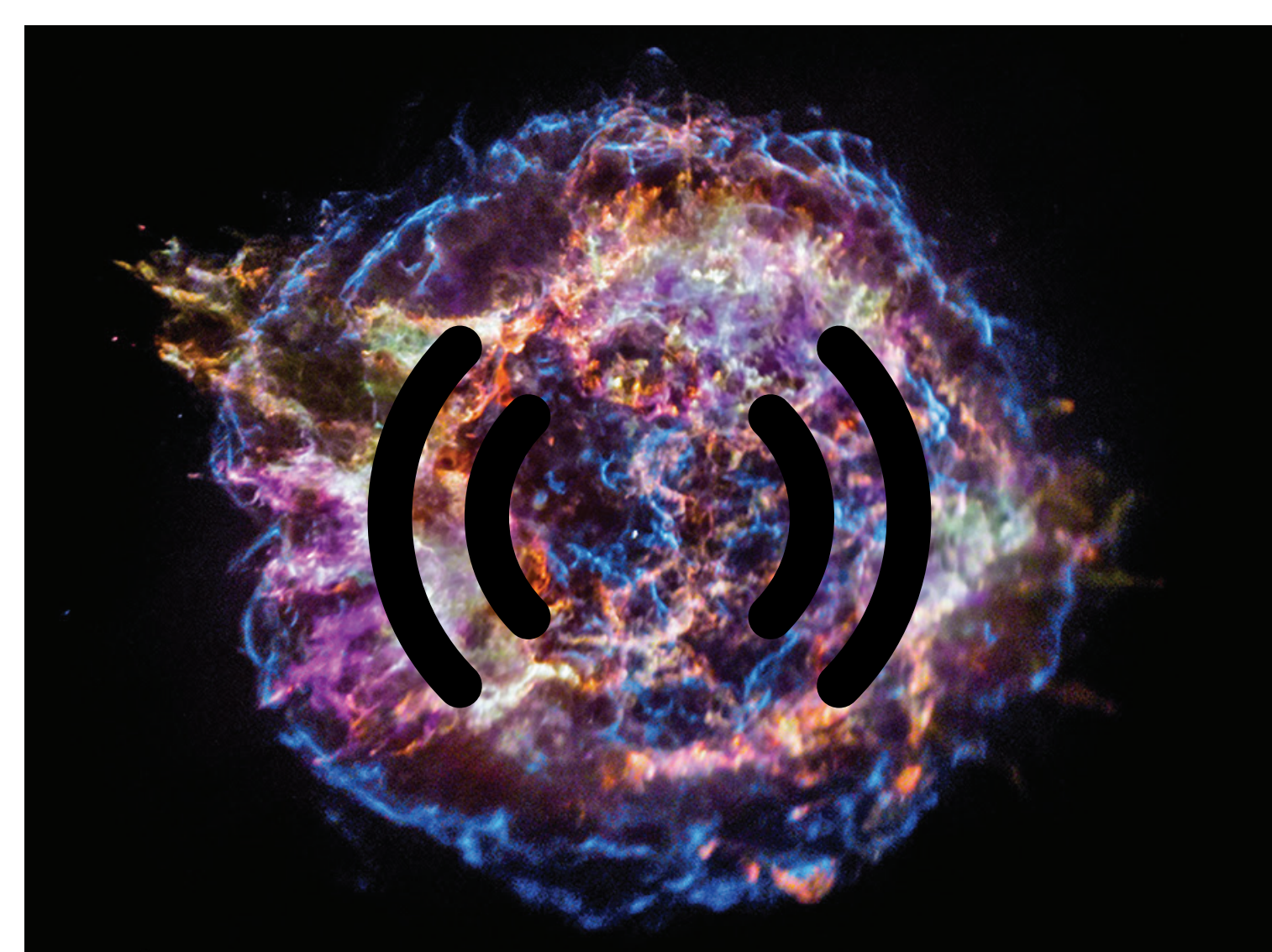
MULTI-GENERATIONAL

From Jeopardy and the Dead & Co at the Sphere targeting typically more mature audiences to AR filters reaching primarily younger female Instagram users.



ACCESSIBLE

Incorporated both low-tech and high-tech solutions to ensure accessibility for a maximum amount of audience members.



LOCATION-BASED

Utilizing platforms such as Apple Maps, partners such as the DC Metro, as well as regional in-person events, created location-based storytelling opportunities.



25th Key Public & Digital Events

- Jeopardy! (9M people)
- Smithsonian Magazine (8M)
- AR Meta 3D experiences (>2M)
- USA Today insert (1.3M)
- Apple Maps Guides (1M)
- NASA newsletter (1.1M)
- NASA APOD (1M)
- NASA Image of Day (1M)
- Smithsonian Voices (500k)
- Star Talk Live event (500k)
- SI Newsletters (370k)
- SI Voyager/3D Models (100k)
- SI Summer Solstice events (80k)
- SI Sidedoor Podcast (70k)
- NASA Red Sox STEM Day (3.5k)
- Cambridge Science Festival (2k)
- SI NASM Glenn lecture (1k)
- Chandra Exhibit, NASA HQ Lobby (100s)
- Astronomy on Tap Events (100s)
- Yo-Yo Ma/Amir Siraj piece (100)
- US State Dept events (100)

DEAD & CO. COLLAB

Discussions of Chandra science, images & sonif. w/Dead led to heavy use of space content in shows (May 16-Aug 10). Multiple Chandra images included by Sphere designers in composite, collage forms; sonification inspired M. Hart/Drums & Space segment of show, serving >500k people."

NASA+ DOCUMENTARY

"Listen to the Universe" sonification documentary; highest rated NASA+ video after Eclipse live stream, consistently a "top NASA+ performer", lauded by NASA+ leadership. Won Jury's award at NYC Raw Science Film Fest, Anthem award for social impact, Braga International Film Fest award.

DC METRO

From July-October Chandra images were featured on large display screens in the DC Metro including L'Enfant Plaza, Metro Center, Gallery Place - Chinatown, Farragut North, NoMa – Gallaudet Univ., & Crystal City, serving >500k patrons