



 **CAP<sup>20</sup><sub>18</sub>**  
FUKUOKA JAPAN  
COMMUNICATING ASTRONOMY WITH THE PUBLIC  
世界天文コミュニケーション会議 2018 in 福岡  
24 – 28 March 2018

## Efforts on bringing together the Asia-Pacific astronomy communication community

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# Summary

- 1) What are CAP Conferences? – the context for CAP 2018
- 2) Communicating Astronomy with the Public 2018
- 3) An opportunity for Asia-Pacific Science Communication



# What are CAP Conferences?

*Communicating Astronomy with the Public (CAP) Conferences facilitate the exchange of ideas and best practices in astronomy and space communication and informal education.*

CAP Conferences help strengthen the local communities of professionals by **connecting** them to the global network of astronomy communicators and giving them **access** to the latest trends, lessons learnt from other parts of the globe and ongoing projects they can tap into.





# New Fukuoka City Science Museum

The **venue** chosen to host CAP2018 is **the new Fukuoka City Science Museum** that will see its completion by October 2017.

The concept of the new museum is "**Science & Creativity**". With state of the art exhibitions and facilities, children and grownups alike can experience the world of science and boost creativity while playing.



## CAP 2018: 24-28 March, Fukuoka, JAPAN

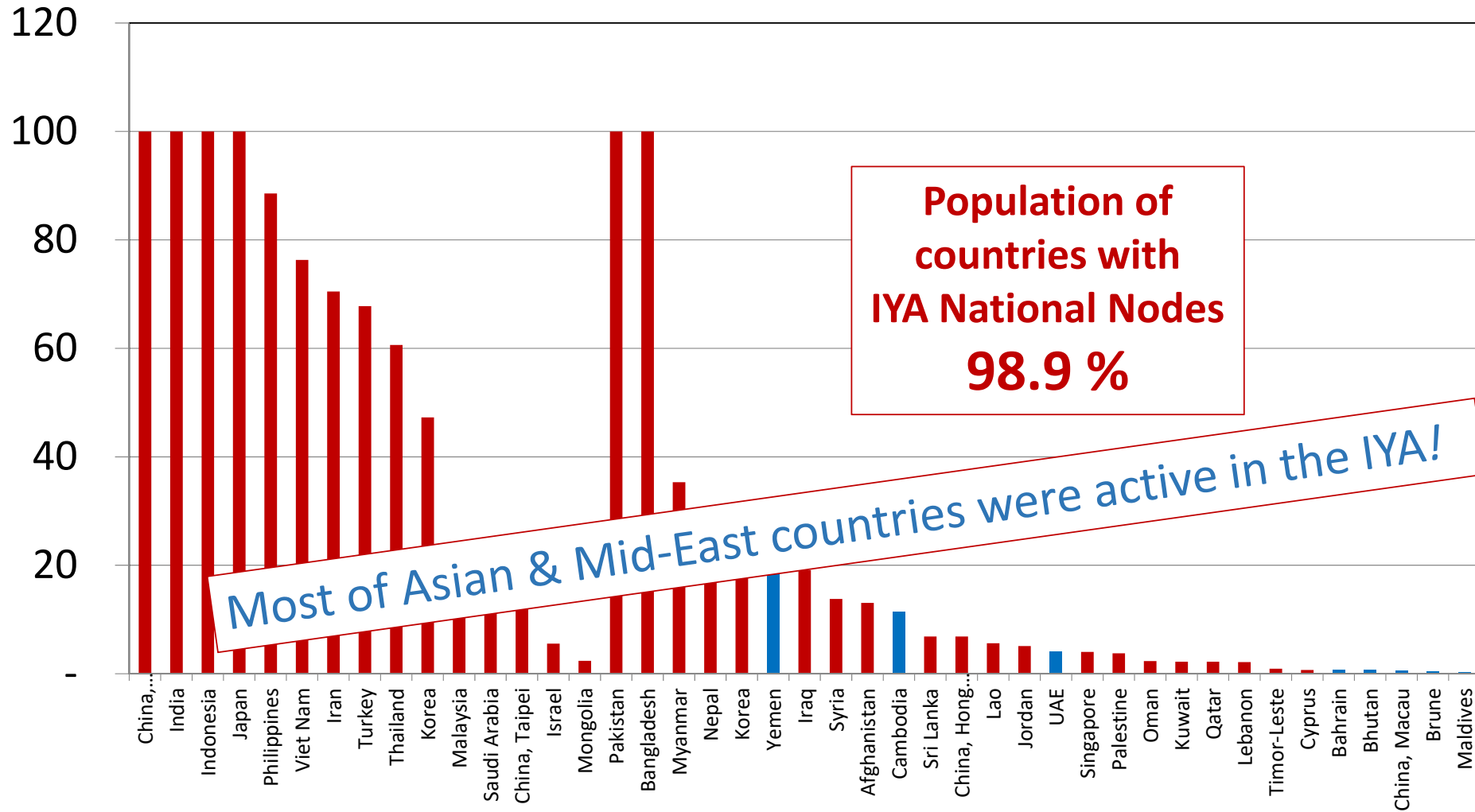


# Participants

- Science Communicators;
- Public Outreach Professionals;
- Informal Educators;
- Professional astronomers;
- Amateur astronomers;
- Planetarium, Museum & Science Centers Professionals;
- Natural & Social Science Researchers;
- Journalists & Writers;
- Creatives & Artists.

## Asian Countries/Regions: Population (IYA)

(Millions)



Reference @  
IYA2009  
Closing  
Ceremony  
(2010, N.Kaifu)  
By UN  
definition

# Special Sessions

## Astronomy for...

- ... Everyone;
- ... the Asia-Pacific Development;
- ... Peace;
- ... International Cooperation.

*One of our key points from the initial proposal was to provide special sessions and workshops addressing the regional needs of the community.*



CAP2018

A chance to make a difference in Asia-Pacific science communication



# Theme

## Communicating Astronomy in Today's World: Purpose & Methods

# Sub-Themes

- Current Challenges in Astronomy Communication;
- Best Practices in Public Outreach;
- Inclusion, Diversity, Equity and Empathy in Communicating Astronomy;
- Astronomy Communication for a Better World;
- Media's Role in Astronomy Communication:
- Using Multimedia, Social Media, Immersive Environments and other Technologies for Public Engagement with Astronomy;
- Current Challenges in Astronomy Communication;
- Special Topic: Public Engagement Opportunities during the IAU Centennial Celebration.





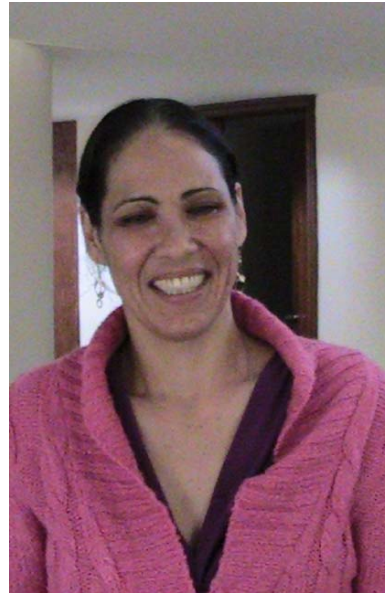
# Invited Speakers



**Jennifer Ouellette**  
on the intersection of  
science and popular  
culture.



**Hitoshi Murayama**  
on how can we better  
promote the role of  
science for Peace and  
Development.



**Wanda Diaz Merced**  
on how can we make  
astronomy  
communication  
more inclusive.



**Professor Norio Kaifu**  
on successful Asia-Pacific  
astronomy  
communication campaigns



**Dominique Brossard**  
on scientific discourse in  
online environments.

# Workshops & Grants

## Workshops – brainstorming & work-in-progress

- Importance of Science Communication – (effectiveness, science writing for the public, how to create an elevator pitch? community building )
- Low-cost tools for communication - (Video making & Script writing, How to start a website?, Social media Strategies)
- The science communication community – (community purposes, goal, history and next steps, networking for/with partners)
- ...

You can drop by our booth here @APRIM and share your ideas with us!

Japanese Crowdfunding Campaign: science communicators from Asia-Pacific developing countries

GoodMorning

「CAP2018in福岡」への発展途上国からの参加を支援！

現在の支援総額 **¥191,000**

パトロン数 **14人**

募集終了まで残り **37日**

現在額 / 目標金額 **¥300,000** まで

このプロジェクトを支援する

このプロジェクトは、AB-36方式です。目標金額に達せず、2017/9/15 23:59まで集まった金額がファンディングされます。

天文コミュニケーションの国際会議「CAP2018 in 福岡」への参加を希望している発展途上国の天文コミュニケーター・学生等への旅費を支援します。この会議では、世界中の人と天文普及に関するアイデアや事例を共有して、福岡から世界へ、天文学・天文科学文化の発展、市民参加の推進などの波を広げます。

このプロジェクトを支援する

Call for Grant Applications:  
Asia-Pacific Science Communicators  
Application Deadline: September 15th, 2017

# Collaboration

During APRIM2017 we wish to discuss  
how can CAP 2018 best serve the community & purposes  
of Asia-Pacific Astronomy Communication Community.  
You can meet us at the IAU OAO-OAD Booth!

*Thank You!*

