

# Experience of Communicating Astronomy Ideas to Media Industry in Taiwan

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It is known that the TV broadcasting is the golden standard of science communication. Especially, TV news channels are the most important information sources of our daily life. In Taiwan, however, the total amount of science related news stories is less than two percent. Most of the science stories reported are not related to Taiwanese scientists. Our goal is to pass correct science concepts and clarify pseudoscience ideas in media industry. From 2012, we have worked with several TV media companies to produce more than 200 astronomy-related news stories. It is observed that most Taiwanese journalists are not majored in science and there is a gap between media and science industry in understanding each other. By working with media industry, we have developed a useful model to work with them and produced server in-depth reports on the scientific achievements of Taiwanese astronomers. We also extend our experience to interactive media industry. By working with them, we have established an astronomy website with parallax scrolling technique. In this work, we will present our experience in communicating with media people and products produced by our collaborating companies.