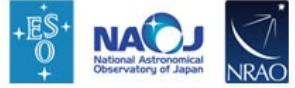




Atacama Large Millimeter/submillimeter Array
In search of our Cosmic Origins



ALMA Public Outreach

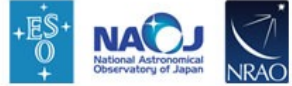
Daisuke Iono/Masaaki Hiramatsu

Interim East Asian ALMA Education & Public Outreach Officer
On behalf of the EPO team of the NAOJ ALMA Project



Vision and Missions of NAOJ-ALMA EPO

Atacama Large Millimeter/submillimeter Array
In search of our Cosmic Origins

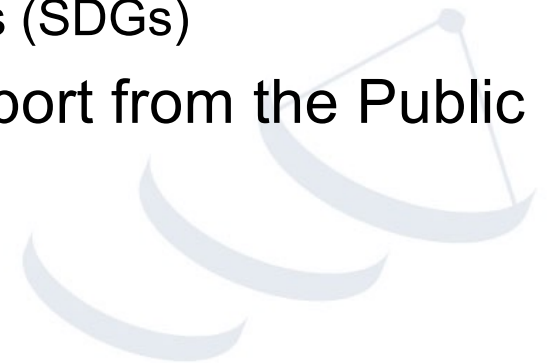


- **Vision**

- The NAOJ ALMA Project EPO Team shall enable humankind's curiosity about the Universe and its cosmic origins, by effectively engaging the broadest possible audience in Japan and worldwide through the excitement, discovery, and value of ALMA.

- **Missions**

- Sharing the Values of ALMA to Contribute the Prosperity of Humankind
 - Values of astronomical research, cutting-edge tech., international cooperation
 - Contributions to the Sustainable Development Goals (SDGs)
- Increasing Awareness of ALMA to Obtain Support from the Public and to securing the workforce for ALMA





NAOJ ALMA EPO activities in 2021 (calendar year)

Atacama Large Millimeter/submillimeter Array
In search of our Cosmic Origins



11 (+3)

press releases

318 (-186)

tweets at @ALMA_Japan

32 (+1)

web news articles

345 (daily)

Instagram posts at @alma_japan

12 (monthly)

Mail magazines

12 (-1)

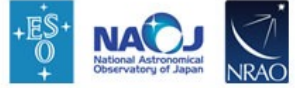
public talks





What we got in 2021 (calendar year)

Atacama Large Millimeter/submillimeter Array
In search of our Cosmic Origins



350,000 (-54k)

Page views JP ALMA web

63,500 (+7.5k)

Twitter followers

14.7 million (+1.7M)

Twitter “impressions”

8,800 (+3,200)

Instagram followers

35 (-68)

Newspaper articles in JP

2 (-2)

TV News and programs

32 (± 0)

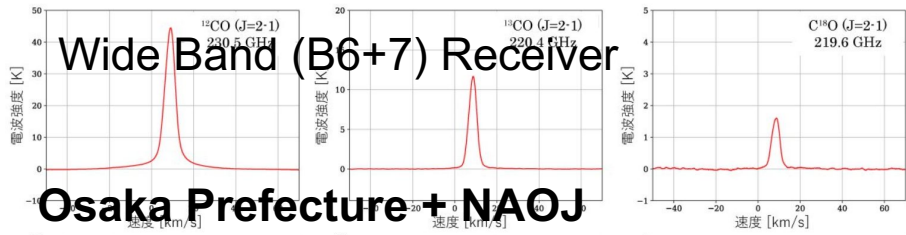
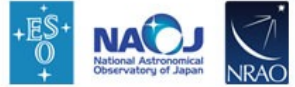
magazine articles



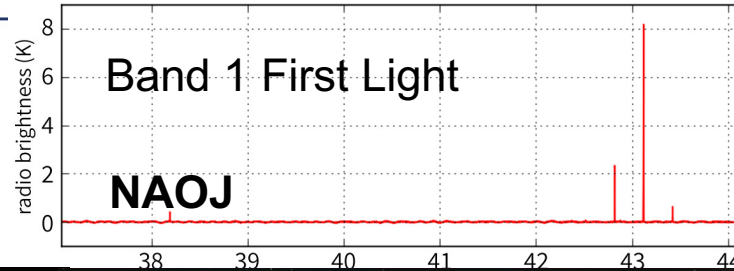


Press Releases in 2021

Atacama Large Millimeter/submillimeter Array
In search of our Cosmic Origins



Osaka Prefecture + NAOJ



Most Distant Spiral

Tsukui et al.
(Sokendai/NAOJ)

Binary Young Star

Ichikawa et al.
(Kagoshima)

Tracing Planetary Formation in Deuterium

Aikawa et al., Cataldi et al.
(UTokyo/NAOJ)

High-z BH Outflow

Izumi et al. (NAOJ)

Rotating Infant Galaxy

Fujimoto et al.
(Copenhagen)

Organic Molecules at the Edge of our Galaxy

Shimonishi et al.
(Niigata)

Dense Molecular Clumps at the GC

Lu et al. (NAOJ)

Dying Supermassive BH

Ichikawa et al.
(Tohoku)

Dusty Galaxy in the Early Universe

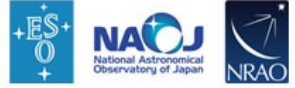
REBELS-12

Fudamoto et al.
(Waseda/NAOJ)

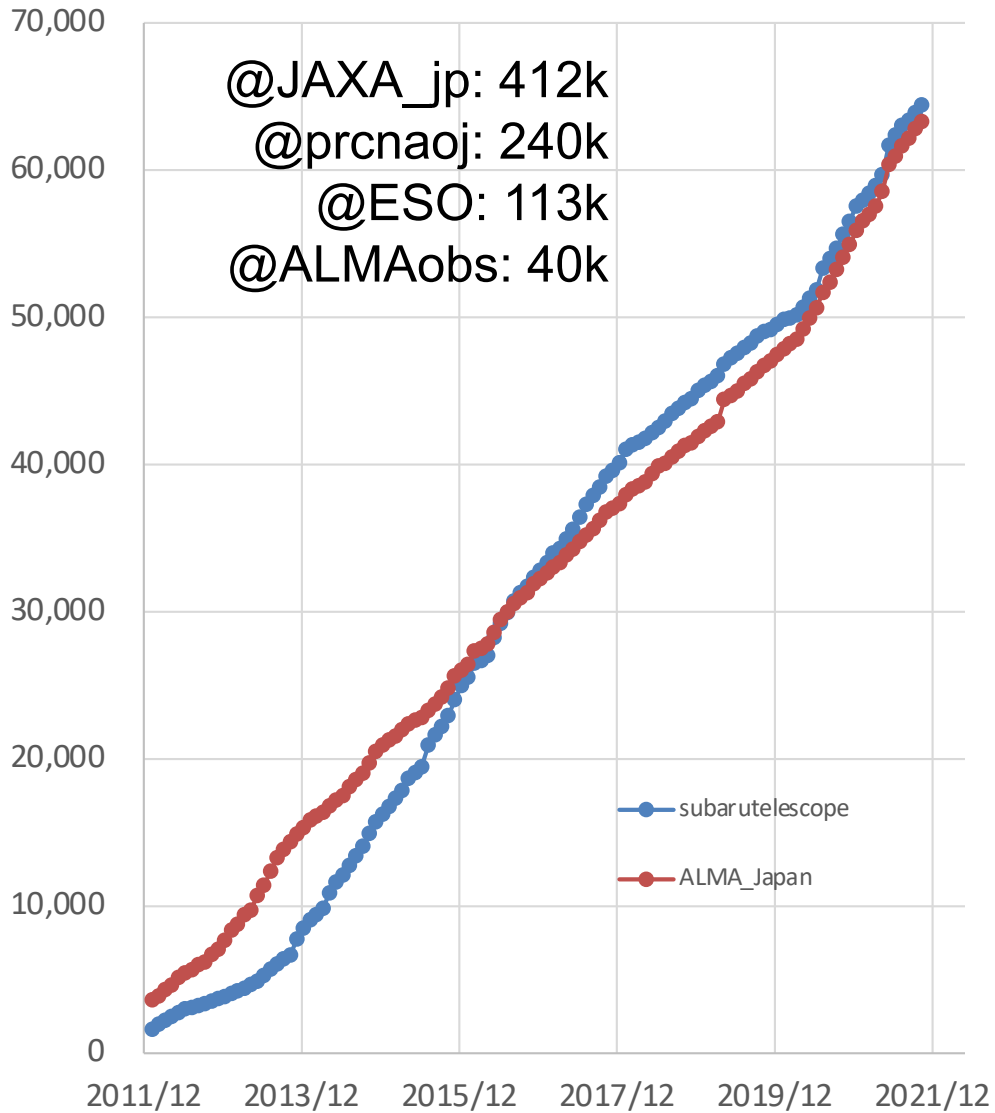


Twitter Analytics

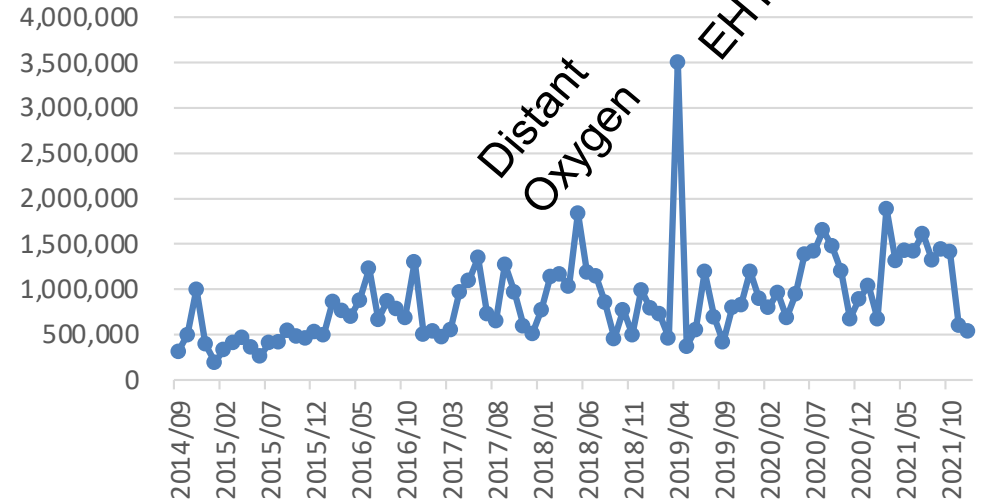
Atacama Large Millimeter/submillimeter Array
In search of our Cosmic Origins



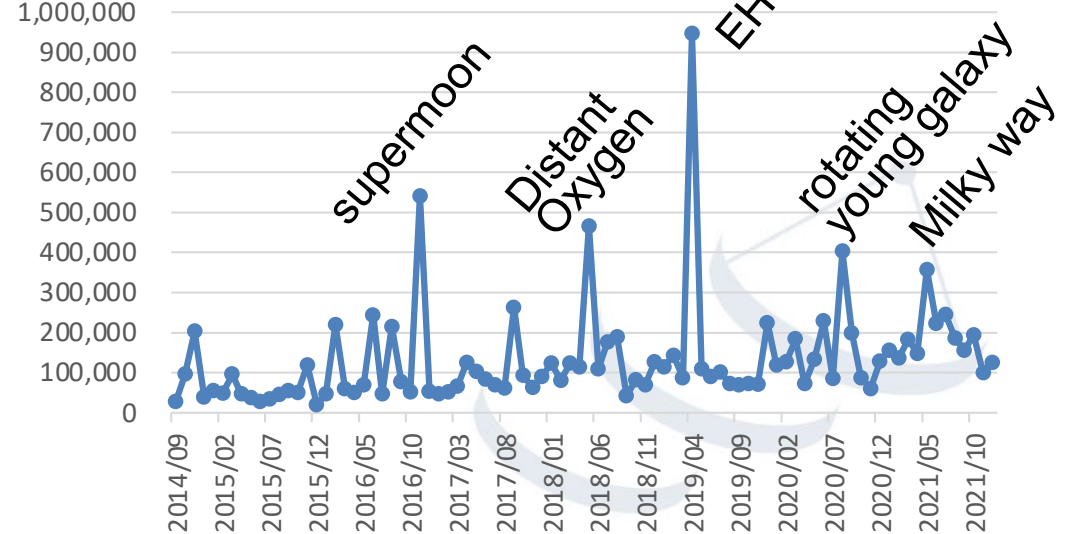
Number of Followers



Monthly total impressions



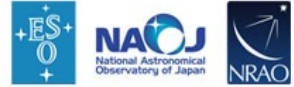
top impression





For Science Centers and Schools

Atacama Large Millimeter/submillimeter Array
In search of our Cosmic Origins

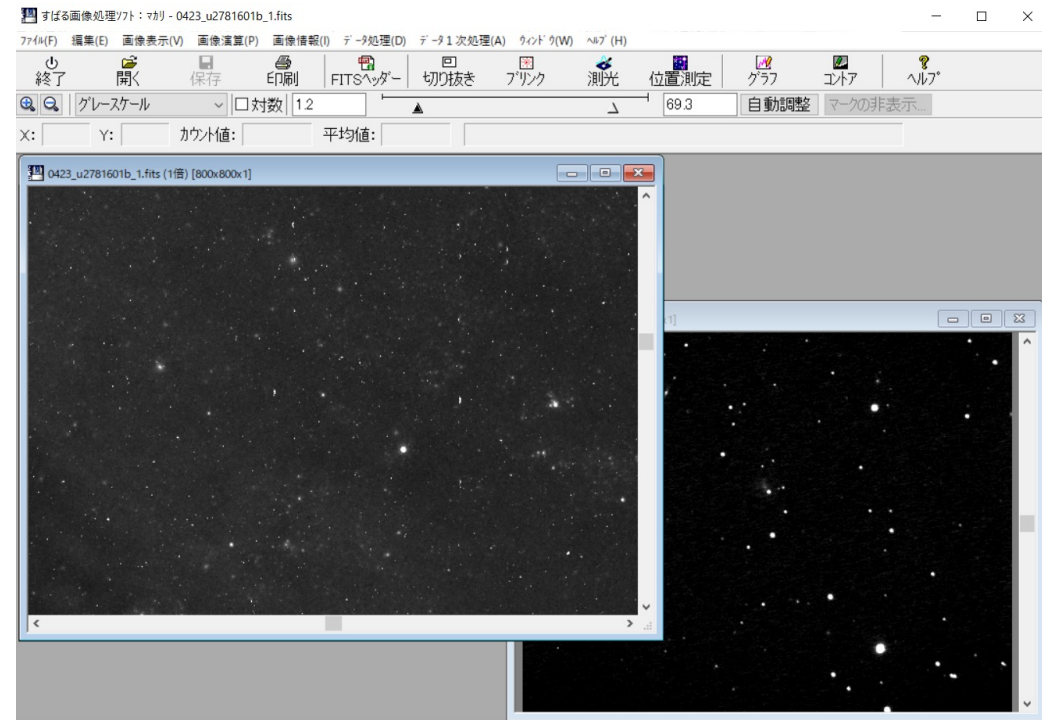
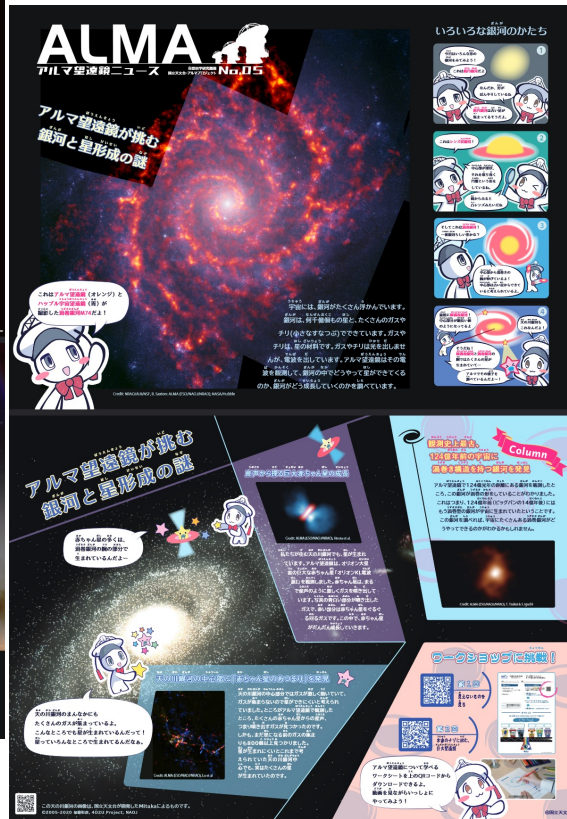


News Poster for introducing ALMA in Science Centers/planetariums

- Issued monthly ALMA News and distributed online.

Educational Software development for high school (& undergrad)

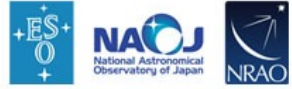
- Upgrading software “Makali” to read/analyze JVO-ALMA fits.
- 2D continuum images in FY2020, 3D cube fits in FY2021.





ALMA Press Release Distribution

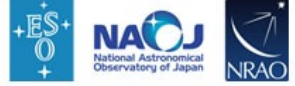
Atacama Large Millimeter/submillimeter Array
In search of our Cosmic Origins





What journalists want to read

Atacama Large Millimeter/submillimeter Array
In search of our Cosmic Origins



- Something that's happening **now**
- Monumental discoveries
 - *Something first, largest, smallest, furthest...*
 - *Media don't care "incremental discoveries"*
- Never been seen before
- Mind-blowing
 - *Cool image!*
- Big questions we all ask

Based on a presentation by
Valerie Jamieson, *New Scientist*



New procedure for NAOJ-ALMA Press Release

Atacama Large Millimeter/submillimeter Array
In search of our Cosmic Origins



Researcher contacts to EPO Officer

Researcher fills the Press Release Query Sheet

EPO Officer reviews the sheet and paper manuscript

EPO Officer makes initial decision and Project Scientist checks it.

NAOJ ALMA Project Manager reviews it

NAOJ Top Management reviews it and makes final decision

国立天文台アルマプロジェクト プレスリリース質問シート/
NAOJ ALMA Press Release Query Sheet

論文タイトル/title of the paper :

論文誌名/journal :

査読状況/Review Status : 査読中/submitted ・ 受理済み/accepted ・ 出版済み/published

1) この研究のポイントを、平易な言葉で端的に（目安は 0.5 ページ）説明してください。天文学のバックグラウンドを持たない知人や家族を思い浮かべて、「何がわかったの?」「なぜ重要な?」「この結果によって、私たちの宇宙の理解がどのように変わるの?」と聞かれた時の回答を記してください。/Could you please provide a short summary (~200 words), in non-technical language, expressing what is new, why it is important, and how it may change our view of the field. Imagine a friend or family member, not an astronomer.

2) アルマ望遠鏡のどんな点がこの成果を可能にしましたか? / How did ALMA uniquely enable you to achieve this result?

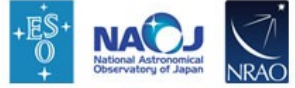
3) この研究に至った経緯を簡単に記してください。どんな謎を解明することを目指していましたか?あるいは、どんな問題を解決することを目指していましたか? / What led to this research? What were you hoping to discover?





We can help to prepare

Atacama Large Millimeter/submillimeter Array
In search of our Cosmic Origins

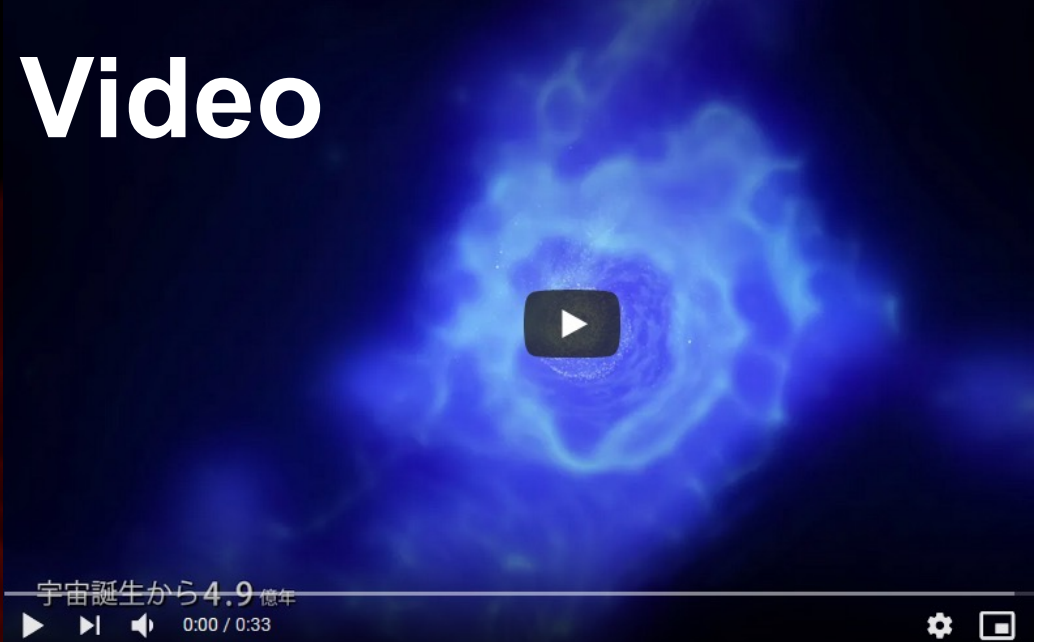
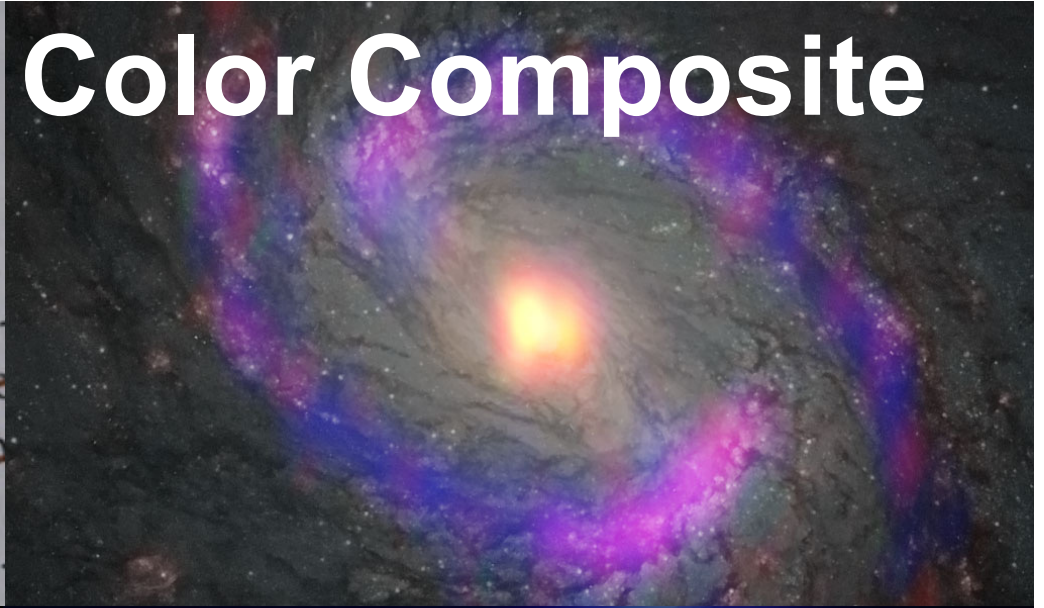


Release text
in Japanese/English

Color Composite

Illustration

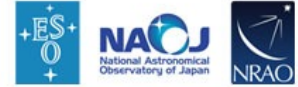
Video





Temporary Measures for Early 2022

Atacama Large Millimeter/submillimeter Array
In search of our Cosmic Origins



- The long time ALMA PR officer M. Hiramatsu is completely transitioning to a PRC /NAOJ as of Jan 1, 2022. The PR officer position will be assumed by D. Iono as an interim.
- However, due to the extremely limited resources currently available at NAOJ ALMA project, we will unfortunately have to **suspend press releases for the time being**, until the formal successor of M. Hiramatsu is assigned.
- This does not prevent universities from taking the initiative in preparing and sending out press releases. In addition, by handing over the complete press release material well in advance (~1 month), the NAOJ Public Relations Office can send them out as NAOJ press releases.
- In case this is difficult, we can issue **web news articles** (in English and Japanese) for the community members as a temporary measure to provide a channel to promote the scientific work. Please contact the relevant address (next slide) if you are interested in advertising your science results through the web.

Full press/web releases

- On-site/virtual press conference (except for web releases)
- Can be an international release if agreed by ALMA partners
- High chance to be covered by news papers/science articles

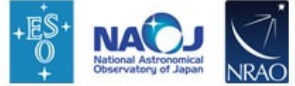
Web news articles

- Posted on the ALMA webpage
- Announced through social media
- Limited coverage by the media



We can help your EPO activity

Atacama Large Millimeter/submillimeter Array
In search of our Cosmic Origins



Your suggestion for press release

-> alma-info@nao.ac.jp (ALMA)

-> pro-release@ml.nao.ac.jp (NAOJ PRC)

Please note that:

- It takes **>1 month** to prepare a good press release.
- There is a chance that your suggestion is declined.
Issuing too many press preleases makes the impact lower.
We need to select **results that likely receive significant attention.**

JOB VACANCY ANNOUNCEMENT

The National Astronomical Observatory of Japan (NAOJ) invites applications for a Senior Specialist (Education and Public Outreach Officer) at the ALMA Project.

Deadline Dec 24 noon!!