



ALMA Public Outreach

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What we did in the past year

8 (± 0)

press releases

47 (+4)

web news articles

12 (± 0)

Mail magazines

320 (+107)

tweets at @ALMA_Japan

18 (-6)

public talks

Many

media contacts

1 (+1)

Lecture for journalists





What we did in the past year

- 8 Press releases

TMC-1A



UTokyo

ALMA (ESO/NAOJ/NRAO), Aso et al.

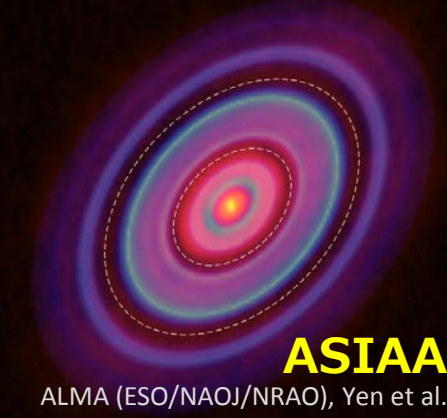
IR Background



UTokyo

NAOJ, Fujimoto et al.

HL Tau



ASIAA

ALMA (ESO/NAOJ/NRAO), Yen et al.

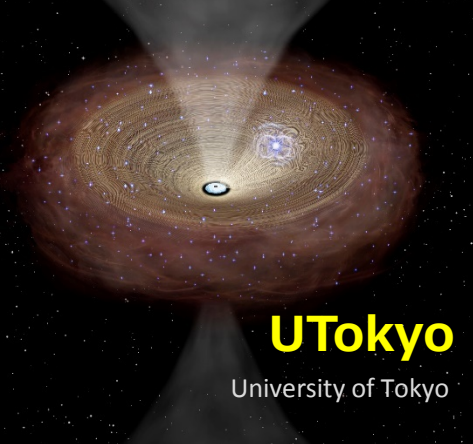
Most Distant Oxygen



Osaka Sangyo U.

NAOJ, ALMA (ESO/NAOJ/NRAO)

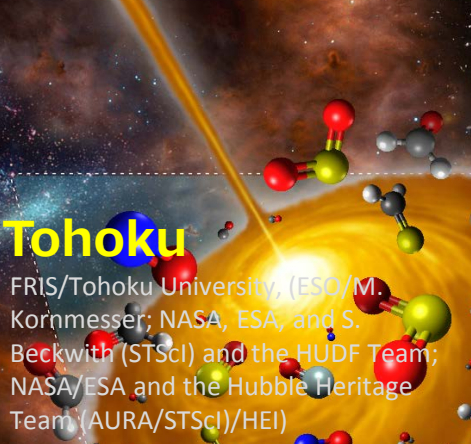
SMBH



UTokyo

University of Tokyo

Hot Core in LMC



Tohoku

FRIS/Tohoku University, (ESO/M. Kornmesser; NASA, ESA, and S. Beckwith (STScI) and the HUDF Team; NASA/ESA and the Hubble Heritage Team (AURA/STScI)/HEI)

TW Hya



Ibaraki U.

ALMA (ESO/NAOJ/NRAO), Tsukagoshi et al.

HD142527



Heidelberg

ALMA (ESO/NAOJ/NRAO), Kataoka et al.



What we got in the past year

383,000 (-70,000)

Page views JP ALMA web

12 (+3)

newspaper articles

32,100 (+6,100)

Twitter followers

30 (+3)

magazine articles

9,572,000 (x2)

Twitter "impressions"





International Media Outlet



国立天文台



MEXT Press Club

300 JP journalists

AA S AMERICAN ASTRONOMICAL SOCIETY
 Enhancing and sharing humanity's scientific understanding of the universe since 1899.

- 2,000 astronomy-interested journalists

EurekAlert! | AAAS
 The Global Source for Science News

- 11,000 journalists. Half in US.

AlphaGalileo

www RSS @ mobile print

- 7,000 journalists.





What the media wants

- Something that's happening **now**
 - Important: prepare release **before** paper published
- 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*





We support your EPO activity

**Your suggestion for press release
-> *alma-info _at_ nao.ac.jp***

Please note that:

- It takes **>1 month** to prepare a good press release.
- We may reject your suggestions.

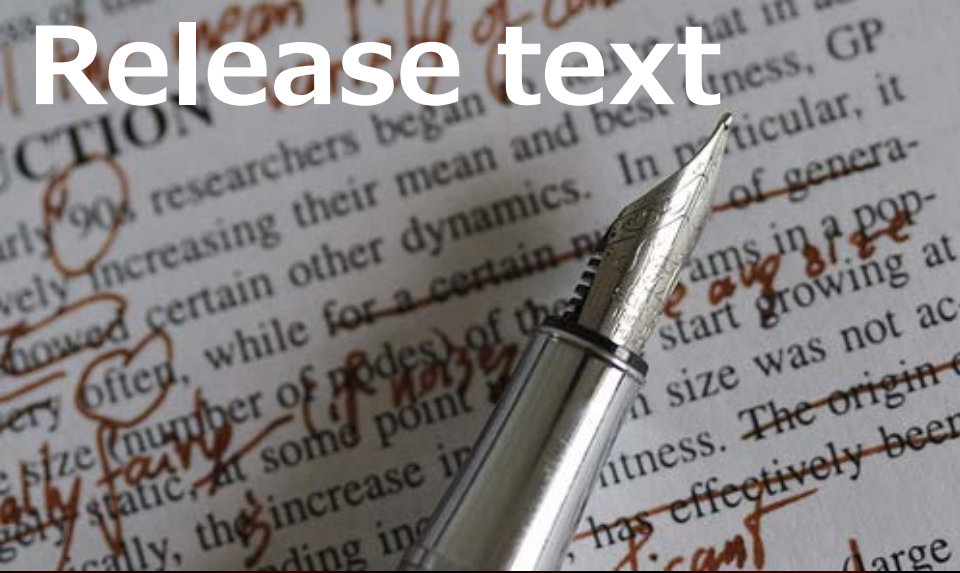
Issuing too many press preleases makes the impact lower. We need to select **best results**.



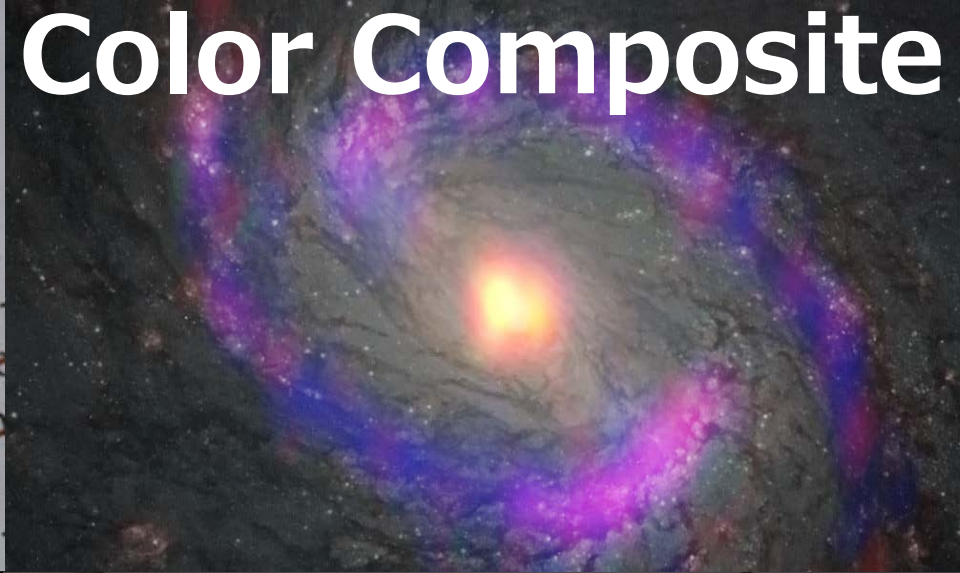


We can help to prepare ...

Release text



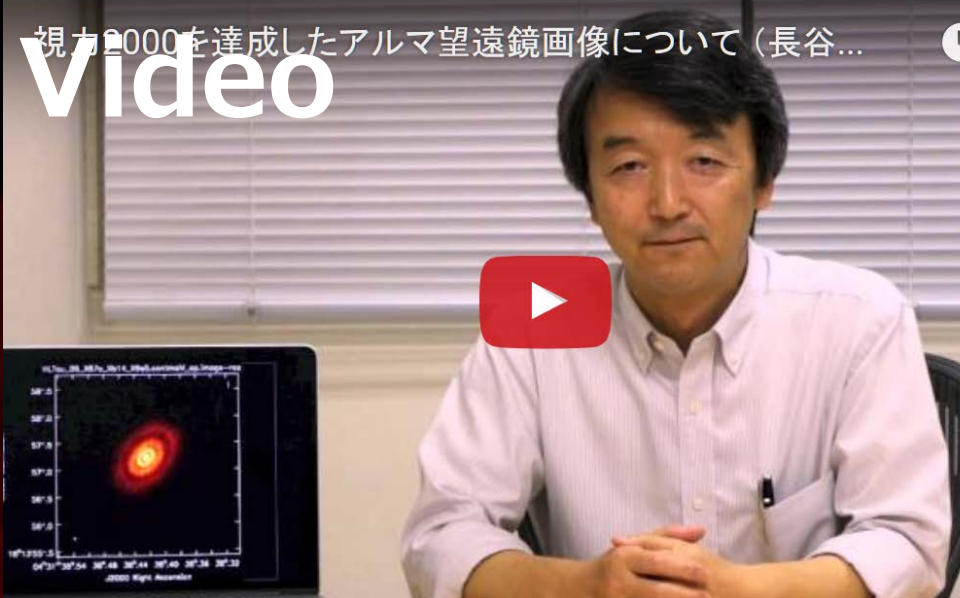
Color Composite



Illustration



Video





Public talk caravan

- Public talks in collaboration with universities and local science museums.
- Dec 12, 2015: Osaka Science Museum with Osaka Prefecture University
- Nov 26, 2016: Nagoya City Science Museum with Nagoya University
 - 225 participants on site, 1000 views on YouTube
- Supports advertisement, location fee...





New Exhibitions

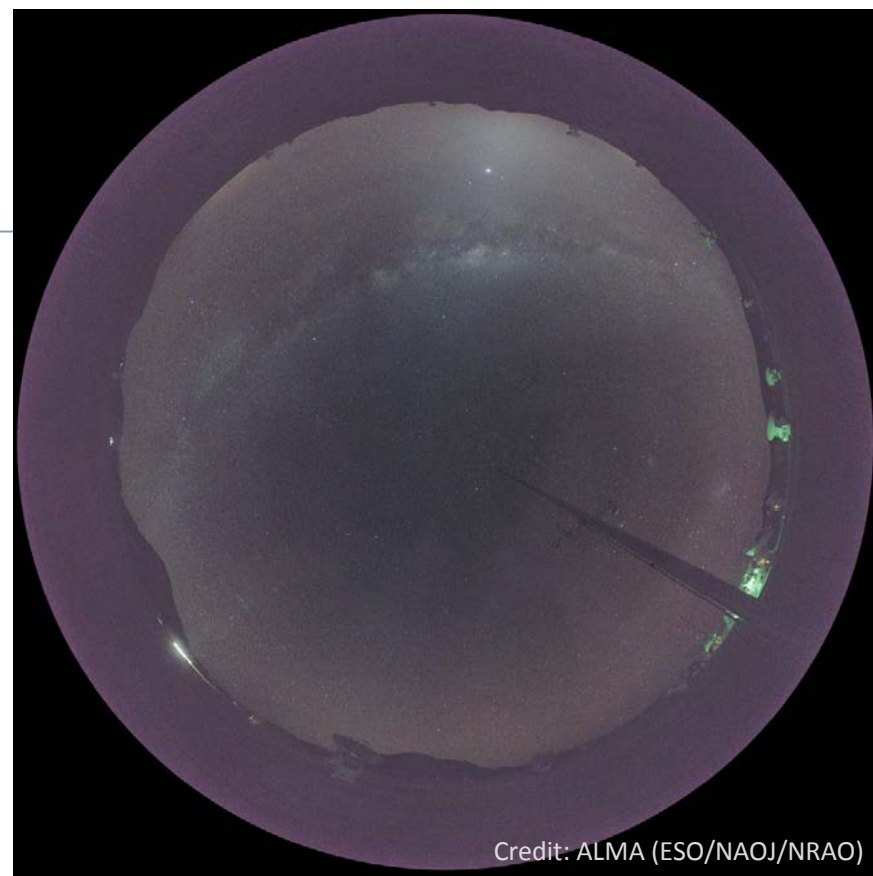
- Mitaka:
 - New AOS miniature model at the exhibition room.
- NINS Nobeyama exhibition room
 - The NMA building has been refurbished to an exhibition room.
 - Opened in summer 2016.





AOS LiveCam

- Installed sensitive camera at AOS.
- Generate a whole-sky panorama picture every hour.



Credit: ALMA (ESO/NAOJ/NRAO)



Credit: ALMA (ESO/NAOJ/NRAO)