

SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)  
Calling Planet Earth - Space Outreach to the General Public (6)

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ADVOCATING SCIENCE AND SPACE - THE STORY OF ISRAEL'S ONLY DEDICATED WEBSITE,  
OPERATEING FROM 1997 TO DATE

**Abstract**

"Hayadan" ("The Erudite Person" in Hebrew) is a website which covers science and scientific aspects of current events.

The site was established in 1997, during the Internet's early days. "Hayadan" updates 3-5 times a day with not only academic studies but also their application in various industries. Over 17,500 articles can currently be found on the site, which is visited by thousands of people daily, thanks to the its high Google PageRank, Google News coverage, and the many Hebrew Wikipedia articles which rely on and refer to the website as a scientifically credible source. The website receives 350-400 thousand monthly views (10-15 thousand daily views), from approximately 150 thousand unique users.

"Hayadan" is a highly acclaimed website, which has thus far been awarded two important awards: special award for its Unique Contribution to the Popularization of Science, from the Israeli National Academy of Sciences, and An award for Excellence in Digital Journalism, from both Google and the Tel Aviv Journalists' Association.

A topic covered on the website includes Medicine, Nature and Biology, Environment, Advanced computer technology, Nanotechnology and smart materials. One of the main subject of the site is pace technology and Astronomy – Hayadan cover space missions as well as their particular findings, such as new information about the universe obtained from space telescopes, scientific findings from space rovers on other planets, etc.). Israel specializes in space launch systems as well as satellite development, and many Israelis are trying to translate these ideas and capabilities into startup companies, e.g., companies that facilitate miniaturization, and optics companies operating in the security, aviation and space sectors.

The paper will present the author's unique experience in popularization of space sciences and technologies, while maintaining a high standard for accuracy. It will present issues of funding the website, collaborations with space related industries and institutions, and also portray the authors personal experience covering high profile space missions such as the ill-fated STS-107 mission of the space shuttle Columbia, and the landing of the PHILAE lander on a comet, in which the author was present at the ESA operation center in Darmstadt, Germany.