

SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
CALLING PLANET EARTH - SPACE OUTREACH TO THE GENERAL PUBLIC (3)

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PROGRAMAESPACIAL.COM : A DREAM COME TRUE

Abstract

Programaespacial.com is a collaborative venture, a totally non-profit space outreach educational website which broadcasts live Shuttle launches and other space events in Spanish language. Back in the year 2006, two Argentinean friends who had met in an online spaceflight forum felt they could find no place inside the internet to share their love and passion for spaceflight the way they wanted to. That's why they decided to create their own spaceflight website: programaespacial.com. The main goal of the project is to educate and promote spaceflight and science interest on Spanish speaking communities. To do so, project collaborators work voluntarily to inspire people by means of the different features the project consist on. Throughout these four years, the website has grown a lot, evolving from a simple spaceflight website to an educational venture. Many people have joined the project, and contribute voluntarily everyday. One of the main features the website has is the Broadcasting Centre. The centre consists on a webpage where the visitor can watch NASA TV in English while reading live text updates in Spanish uploaded by the broadcaster. The broadcasts are carried out during major spaceflight events, mainly Space Shuttle launches and landings. The broadcasts have included live updates by a website's correspondent present at the Kennedy Space Centre (KSC), becoming the only Latin American media in attendance at the spaceport. Last year, the Centre started to broadcast both text and audio; the audio broadcast implied a more fluid and enriching transmission, by allowing the speakers to explain concepts more deeply and to make live interviews. Another important project started by programaespacial.com members is "RDH" or Hondareyte Digital Reconstruction. It consists on the digitalization of old spaceflight radio broadcasts in Spanish recorded by a professional radio operator called Luis Hondareyte. The website also includes a forum, where members of the community can exchange their opinions, experiences and doubts. On a daily basis, website story editors upload spaceflight articles. The articles are mainly pieces of news related to rocket launches and human spaceflight missions but there are also articles about spaceflight history, astronomy and special articles writenned by site's administrator, a professional science journalist and the KSC correspondent. Last year, a journalist cited one article from programaespacial.com in her article published on a Spanish science magazine.