

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

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IMPLEMENTATION OF A COMPREHENSIVE MEDIA COMMUNICATIONS STRATEGY TO
IMPROVE PUBLIC PERCEPTION TO THE DEVELOPMENT OF A NATIONAL SPACE PROGRAM

Abstract

In developing countries, it has always been a challenge to establish a national space program due to negative public opinion. In general, the public views space development as unnecessary and wasteful. Thus, it is important that any budding space program should develop a media communications strategy to gain support and influence public opinion. With the upcoming establishment of a Philippine Space Agency, a media communications strategy was seen as a crucial tool to gain public support. A historical survey of online space-related articles was conducted from 2010 to 2016. It was observed that a shift in the frequency of space articles was experienced in 2013, around the time of Typhoon Haiyan. More recently, other media outlets such as radio, TV and print media has also increased the number of space features. In 2016, by working with media outlets, the public opinion the creation of a space agency shifted from negative to slightly positive. In this paper, I will discuss the various strategies on how was this implemented in various media forms, namely online media, TV and radio. I will discuss how agenda-setting theory was utilized in the case of the Philippines. Finally, I will discuss what future strategies needs to be done to ensure a sustained effort in creating a positive image for a national space program.