

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

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SPACE SECTOR PUBLIC OUTREACH – THINK GLOBALLY, ACT LOCALLY

Abstract

Image communication of the space sector is an important aspect not only for the entire sector but also for selected projects. It is also an important element of activities related to talent acquisition, especially in areas where there is already a huge competition from related sectors of the economy, such as IT and its very attractive job offers. In many countries, the space sector is also dependent on the communication policy of the government sector, which is still the main investor, but also often the beneficiary of products and services produced by the space industry. Therefore, in designing communication it is also worth taking into account geopolitical, cultural and even local attitudes towards the space sector, which affect the reception and broadcasting of information by the media. Moreover the same message can definitely have a different reception in different places of the world.

I decided to conduct a study among communication officers of international space companies, journalists and representatives of space agencies. Based on that, I wanted to prepare a report comparing communication activities around the world, show differences in approach (e.g. developing countries vs. developed countries) and indicate the directions of further development in the light of the dynamically developing space 4.0 sector, where smaller, private entities are also appearing in the communication layer more and more often.

During IAC 2020, I would like to conduct a debate with the participation of representatives of the examined group (up to 6 people). Observing previous IAC events, I noticed that the issue of communication is given too little time and this topic is limited to only a few to a dozen media representatives or professionals dealing with communication. Whereas in fact, this topic should be discussed in a plenary form, so that also people implementing projects in other areas of the sector can get to know this layer, which often affects decisions that decision-makers take regarding projects carried out by them.

The study will be conducted in the form of an online survey with open and closed questions. The results will be made public only in the form of aggregate charts and tables, along with an expert discussion. The report itself I would like to publish during IAC 2020 so that it can also be an interesting material for the participants of the congress to download, and to make it an additional material supporting communication of the congress itself by the IAF.