IAF SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
Space Culture – Public Engagement in Space through Culture (9)

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EFFECT OF IRANIAN SPACE AGENCY PROMOTION PROGRAM ON SPACE INDUSTRY DEVELOPMENT

Abstract

Promoting space activities and applications, introducing multiple benefits that space can bring to our daily lives and explaining the reasons why budgets are being spent in space programs are a few visions that Iranian space agency promotion program is pursuing. Society and community companionship is an important factor in every space activity nationwide. Due to complex concepts that comprise any space system, clear and comprehensible explanation of its performance for public and students can benefit many goals. As the first target it helps encouraging students to pursue STEM subjects for their future career through success story telling and manifesting the impact and influence of space systems on human life. Second Society demand for improvement in cutting-edge technologies such as space can act like a locomotive for continuous support of governments for further space knowledge and technology development. There are several methods for promoting space activities including (1) social media such as Twitter, Instagram and official websites, (2) Face to Face meetings for different users and audiences such as students in different education levels from undergraduate to postgraduates (3) holding informative and practical events (4) press conferences and content production for different media such as television and radio to address wider target audiences. Dense Utilization of these methods for the past couple of years has showed results in World Space Week 2019 with more than 577 spontaneous events nationwide held by schools, universities, state apparatus, individuals and amateur astronomers for different audiences at different ages. It should be noted that this number in 2018 was 76. In this paper a brief report of Iranian Space Agency Public Relations efforts and result in pursue of promotion program is presented. According to statistics 70% of events have taken place outside of Tehran, Iran capital city and main station of Iranian space activities. The average age of audiences is around 30 and the main subject of interest in space activities is shown to be space exploration, Space startups. Observing these results concludes in better modification of promotion program for future attempts.