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IBEROAMÉRICA EN ÓRBITA: A MULTINATIONAL EFFORT TO BRING SPACE INFORMATION
TO HISPANIC COUNTRIES AROUND THE WORLD

Abstract

Emerging within the ambit of the 6 years old Scientific and Cultural Ibero-American Newscast—an initiative spearheaded by the Ibero-American Association of Cultural and Educational Television Networks (ATEI)—a specialized program dedicated to space science and technology has been inaugurated. This endeavor aims to disseminate science journalism and outreach across 22 countries via public television networks in the Americas and Europe.

On June 12th, 2023, ATEI was granted by NASA a groundbreaking downlink opportunity with astronaut Frank Rubio, at the time onboard the International Space Station, from the city of Guadalajara, Mexico. This event, augmented by a series of interviews with Hispanic personnel involved in the International Space Station and Artemis programs, culminated in a live one-hour broadcast transmitted via Eutelsat and Hispasat satellite services to 40 public television networks across Latin America and the Iberian Peninsula. With the potential to reach millions of viewers in their native language, this broadcast marked an unprecedented effort to expand space outreach on a mass scale in the region.

Since its inception, the audiovisual product has evolved into a weekly 15-minute newscast, disseminating space-related information to 22 Hispanic countries, including Brazil and Portugal. This initiative not only leverages the partnership of over 200 public and educational television networks but also serves as a catalyst for enhanced cooperation in space science outreach. Notably, the Mexican Space Agency and the Spanish Space Agency have become regular collaborators in this endeavor, with ongoing efforts to enlist additional agencies, companies, and space-related institutions as permanent members of the newscast.

This paper aims to chronicle the timeline and accomplishments of these endeavors, offering insights into its future potential as a regional instrument for fostering Hispanic participation in space literacy. Through collaborative partnerships and a commitment to inclusive outreach, this initiative strives to empower Hispanic communities with knowledge and engagement opportunities in the realm of space exploration.