



SKAACH

SKA Days – Outreach and Communications

Stephanie Parker

EPFL



SKACH Outreach and communications

Purpose: Coordinate and report on Outreach and Communications activities as outlined in the SERI grant.

Communications Lead	Stephanie Parker (EPFL)	Program Chair	Coordination, Press, Webpage, Socials
Science Communicator	Hamsa Padmanabhan (UniGe)	Program Co-Chair	Science Expertise and Outreach





What has already been done in 2022

SKACH Branding



COLOR



#DA291C



#121212



#FFFFFF

FONT

AUDIOWIDE -

SKACH



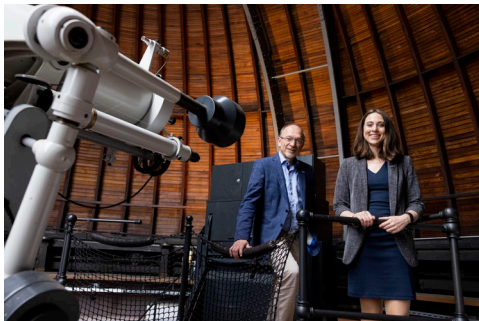


What has already been done in 2022

SKACH at the House of Switzerland in Davos!

- Press release from EPFL, including short video and article
- Article in EPFL Magazine Dimensions
- Article in SKAO Magazine – Contact
- Great photos from HoS event, as well as Consortium Meeting and Observatory visit

■ SKA DAYS/ Outreach and Communications



Universe. Radio astronomy to foster Swiss research and industry

By becoming a member of the SKA Observatory (SKAO), the largest and most ambitious astronomy collaboration in the world, Switzerland intends to foster Swiss research and industry while contributing to an international initiative that promises to revolutionize our understanding of the Universe. In Davos, Philip Diamond, SKAO Director General, and Martina Hirayama, Swiss State Secretary for Education, Research and Innovation discussed their expectations.

The Square kilometre Array (SKA) telescope arrays promise to revolutionize our understanding of the universe and the laws of fundamental physics by studying light from celestial objects in the radio frequency range, and Switzerland has just committed CHF 33.6 million to the project for the period 2021-2030 towards construction and early operation of the telescope.

"The accession of Switzerland to SKAO was an important milestone for Switzerland, as well as for SKAO, as Switzerland was the first non-signatory country of the Convention establishing SKAO to become a member. Great challenges ahead of us, but I trust we will overcome them," says a Hirayama, State Secretary for Education, Research and Innovation.

SKAO is expected to be fully operational at the end of this decade, the radio observatory will generate tremendous amounts of data that need to be synchronized, stored, processed and used to partner's advantage. Switzerland intends to foster industry and technical development of advanced

receivers for dish antennas, but also in precision timing, automation, signal processing and Big Data. In exchange, Switzerland will gain access to the vast amounts of data (~650 Petabytes/year) generated by the SKA telescopes for fundamental research as outlined in a 2020 whitepaper by the Swiss astrophysics community.

The participation of Switzerland in the construction and operation of SKAO also generates plentiful opportunities for Swiss high-tech companies to position themselves within this unique market.

At the House of Switzerland in Davos, key players involved in getting Switzerland on board of the SKAO came together to discuss Switzerland's participation in the Observatory, and what it means for Switzerland and for SKAO. The event was broadcasted remotely.

<https://epfl.ch/cv/2022/03/SKACH>





What has already been done in 2022

Website updates

- Added events page
- Added “Open positions” page
- Added “Past events” page for photos
- Wiki has been created (thanks to John Maxwell from eSpace) but needs work and contributions



What has already been done in 2022

Social media creation and growth

- Social media accounts created on:
 - Instagram: skaswitzerland
 - Twitter: ska_Switzerland
 - Facebook: SKA Switzerland
 - LinkedIn: SKACH – The SKA Switzerland Consortium

We had a social media specialist who created a great social media plan for us but he has found another position. Now the focus is on implementing it and making adjustments, the issue is one of time and resources.



Goals for the rest of 2022

Keep website updated and growing

- Add more people to team members page (please send photos)
- More events
- Scientific publications page
- Eventually videos
- People adding content to the Wiki



Goals for the rest of 2022

Get funding to create *Making Waves* podcast

In order to better communicate with the Swiss public about the many benefits of radio astronomy and explain what Switzerland will gain from its participation in the Square Kilometre Array Observatory (SKAO), the Square Kilometre Array Switzerland (SKACH) is applying for funding to help create a podcast series called *Making Waves*. Podcast will be in French, hosted by Mark Sargent and rotating co-host who is a student/early career researcher. Transcripts will be produced in English, German, and Italian (as well as French).



Goals for the rest of 2022

Create Videos

- Work with EPFL Mediacom to create short video from May 25 Events
- Use some of that footage plus footage from SKA Days and other to create a short video about what SKACH is
- Use video clips on social media
- Maybe videos about individual programs in the future



Goals for the rest of 2022

Printed materials

- Work with different program chairs (for text) and designer to create a printed SKACH booklet
- Update postcards and make sure partners have some
- Merchandise
- What else?





Goals for the rest of 2022

Events

- Working with Joanna to play something for the SKA groundbreaking December 5 week
- Let me know how we can support your events





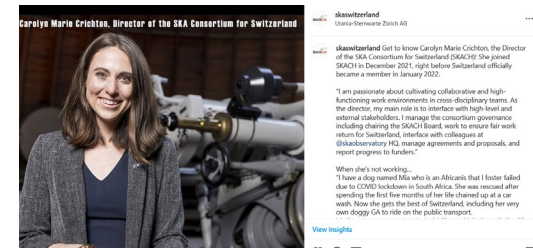
Goals for the rest of 2022

Improve social media

- In August and September, we had a social media intern and he created a great and comprehensive social media schedule. However, he got a new job and has left.
- I will be continuing to use his plan to ramp up our social media presence and tracking follower growth (hopefully).

Needs:

- Consortium members to profile on Instagram – I have reached out to some of you, but feel free to contact me also if you are interested
- Engagement! Please retweet us, 'like' us, share us, etc.
- Photos you take at installations, in the lab, with your team, at events, etc.





Conclusion

- Please let me know if you are interested in helping out the SKACH Outreach and Communications program in any way!
- Send me your news, your research, your events!
- Tag us on social media
- Add your position with SKACH to your LinkedIn
- Let me know if you see issues on the website, social media, etc.

Questions? Comments? Reach out by email stephanie.parker@epfl.ch or Slack!