Editorial



HERE AT THE CAPJOURNAL we are always keen to find new ways of disseminating available astronomy education and public outreach (EPO) resources.

Wearing my International Year of Astronomy 2009 hat, I need to find new ways of re-using the resources available to our IYA2009 partners and ensure that they are available to other nations and organisations. We see IYA2009 as a huge opportunity to empower networks and to exploit all available material.

If we could count the number of astronomy EPO resources available on the web, our minds would be blown by the enormous number of terabytes out there — many more than the data from the Hubble Space Telescope.

Unfortunately, these resources are not easy to translate or adapt to different languages and cultures. Principally because either the original materials were not developed with portability in mind, or the source files are simply not available.

Imagine a website where anyone can download, access, reuse, recycle and adapt content to different languages and cultures. The first steps torwards this have come from Spain, where a group of aficionados are translating and adapting electronic EPO content into Spanish using professionally minded volunteers. The network astroseti.org translates and adapts news, documents, brochures, educational material and presentations, specifically to promote and disseminate astronomy. This group are setting an example to follow! The IYA2009 Cornerstone, the Portal to the Universe, hopes to continue their efforts and is attempting to fill this niche.

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In this issue, Mathew McCool, Professor of Writing at the Southern Polytechnic SU (Atlanta, USA) provides tips on how to avoid cultural and linguistic tangles in astronomy communication. Also be sure to check out the articles on achieving high levels of media coverage, the upcoming Venus-Jupiter conjunction and what journalists really think about scientists...

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Happy reading,

Pedro Russo Editor-in-Chief