



## Editorial

It is with great pride that I, alongside the rest of the editorial team, present this issue of *CAPjournal*, dedicated to the communication and outreach that surround the *Rosetta* mission.

For Europe, and indeed beyond, *Rosetta* represents the largest spaceflight event of the decade and it was not luck that the world was watching as it all unfolded. In the United Kingdom, where I am based, it was impossible to miss. You could find news and messages of support for the mission in papers, on television, swathed across the internet and even on a dedicated postmark. I found myself bombarded with questions from friends and family who had never before shown much interest in space about what was happening, what would come next and, perhaps most heart-warming of all, what else there was to know about ESA — an organisation that some of them had not previously known to exist.

In this issue the creators of the communications storm that surrounded and stoked *Rosetta*'s success share their experience of the process and lay out before us the Good, the Great and the downright Ugly of baring all for the public. It is a campaign that exposed the risks, the failures and the unknowns of a pioneering mission to the eyes of the world and, in making itself vulnerable, *Rosetta*'s story became not only known, but embraced and adored the world over. You will also find here critiques and reviews of the mission's communications — outsider perspectives on what was, at times, a controversial approach.

It is always a pleasure to edit this journal and this issue was no exception. I hope you gain as much from reading the articles as I did: I think we can all learn something from the diverse and widely collaborative work that was done to support this historic mission.

In addition to the content of this issue, *CAPjournal* has yet more reason to celebrate as, at the end of last year, both the International Astronomical Union (IAU) and the European Southern Observatory (ESO) confirmed their commitment to the journal. We have many more issues, and a very bright future, ahead of us and it is time to think about how that future might look. It has always been our aim to keep the astronomy outreach community deeply embedded in this journal's evolution and production so if you have any suggestions for improvements or changes to the journal please do get in touch. In the meantime, we encourage you to continue coming together as practitioners and theoreticians to share your learning, innovation and ideas through the journal.

Many thanks once again for your interest in *CAPjournal*, and happy reading,

Georgia Bladon  
Editor-in-Chief of *CAPjournal*

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*Beyond the acknowledgements included in individual papers in this special edition, the European Space Agency (ESA) communication team would like to thank everyone involved in the Rosetta mission communication campaign: it was a huge collaborative effort. These include ESA's partner agencies and institutions around Europe and the world; the many external media partners, broadcasters, companies, and individuals who helped build and spread the word; our colleagues from across ESA communications; and the scientists and engineers inside and outside ESA who have worked on the Rosetta mission over many decades, who helped us release accurate and timely information. In particular, we would like to thank our ESA colleagues Matt Taylor, Fred Jansen, Gerhard Schwehm, Patrick Martin, Andrea Accomazzo, Sylvain Lodiot, and Paolo Ferri for their enormous support.*

**Cover:** On the cover of this issue is an image of Comet 67P/Churyumov-Gerasimenko taken with the Optical, Spectroscopic, and Infrared Remote Imaging System (OSIRIS), a dual camera imaging system aboard the *Rosetta* orbiter operating in the visible, near-infrared and near-ultraviolet wavelength ranges. OSIRIS was built by a consortium led by the Max-Planck-Institut für Sonnensystemforschung, Göttingen, Germany. Credit: ESA/Rosetta/MPS for OSIRIS Team MPS/UPD/LAM/IAA/SSO/INTA/UPM/DASP/IDA

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