

The background of the slide is a deep space photograph. In the center, there is a large, bright, yellowish-white galaxy, possibly a central galaxy in a cluster. Surrounding it are numerous smaller galaxies, many of which appear blue and red, indicating different stages of star formation or different types of galaxies. The background is filled with countless stars of various colors and sizes, creating a dense field of celestial objects.

We need more Bobs!

On the communication of astronomy



Galaxies – Near and Far



Galaxies – Near and Far
Media – Near and Far



Galaxies – Near and Far
Media – Near and Far
Scientists – Near and Far



Ideas:

- Public Outreach integral part
- attitude change
- communication must pay off
- certain share of funds
- principle investigators
- European Hubble Heritage Project

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to achieving the goal, before this decade is out,
of landing a project [per week/month] in the public
and returning it [and many more] safely to the observatory.**

