

# Communications



The message 'Space as Part of our Daily Life' was at the heart of ESA's Communication Policy and the prime element of the corporate communication strategy in 2004, with space activities expected to increase our quality of life, contribute significantly to providing solutions to key problems in today's society, and enrich our lives by extending scientific knowledge. The reception given to ESA's science missions in 2004 was on an unprecedented scale, with a much increased level of interest being shown by an increasingly broad cross-section of the general public.

## Communication Campaigns

In 2004 the ESA Communication Department conducted a variety of communication campaigns, many in close cooperation with Member State Delegations and the respective ESA Programme Directorates.

### Mars Express

The loss of Beagle-2 attracted even more attention than usual and the Communication Department continued to promote the mission as a whole, underlining that Europe was actually extremely successful with its first visit to planet Mars. The presentation of the first 3D images on 23 January drew 100 journalists to the Press event at ESOC, and the next day the

images and the story of Mars Express finding the first direct evidence of water on the Red Planet made the front pages of all major newspapers in Europe and many others around the World. These first images also resulted in an explosion of traffic on the ESA web portal.

### Rosetta

Although it could have been overshadowed by Mars Express, the Rosetta launch was followed with great interest due to the presence of the lander onboard and the mission's search for the origins of life. The latter appealed particularly to the media and the general public, in addition to the scientific value of the cometary research.

### DELTA mission

The communication campaign for the Dutch Soyuz mission (DELTA), which took Dutch ESA astronaut André Kuipers to the International Space Station, was a great success in the Netherlands, meeting its primary objective of increasing awareness of space activities within Dutch society. A continuous media-relations effort aimed particularly at broadcasters and a series of well-targeted events, combined with strong backing from the Dutch government, ensured high and sustained interest by both the media and the general public, in the months before the flight as well as during the 10-day mission itself.

The mission also provided the Communication Department with the opportunity to try new initiatives, including media partnerships, a 'science market' held several months before the launch, and an educational slant to mission communication.

### **Cassini-Huygens**

With the joint ESA/NASA/ASI Cassini-Huygens mission entering its final phase, a Press trip was organised to NASA/JPL to coincide with the Saturn orbit-injection manoeuvre at the end of June, to stimulate media interest in the mission. It resulted in good coverage for the European probe.

### **CryoSat**

Despite the postponement of the launch of ESA's first Earth Explorer mission by a few months to early 2005, the communication campaign planned around the original launch date was successfully initiated in close cooperation with the Member States, national agencies and Industry. Special information events and media briefings were arranged on the occasions of the ILA and Farnborough air shows, and a trip to IABG was organised for the Finnish Press.

## **Media Relations**

The Media Relations Division handled more than 500 interviews and approximately 2200 requests for photographs, and issued more than 75 Press Releases and Information Notes. It also organised several Press trips and Press Conferences, and worked with some 300 journalists from ESA's Member States who regularly follow the Agency's activities. It participated directly in the promotion of the Agency's main missions and mission-related events, including Mars Express, Rosetta, Cassini-Huygens and the ISS DELTA mission.

The ESA TV Service produced more than 70 video programmes, which were distributed via satellite to TV channels across Europe. There are now 1607 subscribers to ESA TV mailings, representing a 39% increase in the last year. Almost all terrestrial TV networks in Europe are

now in regular contact with ESA. The distribution of material on cassette has been reorganised to reduce costs, without impacting the ability to send out more than 1000 tapes per year. Live transmissions were set up for the key events, including web streaming, enabling Europe's space-interested citizens to follow space events as they unfolded.

In the first half of 2004, more than 1300 articles on ESA programmes were published, resulting in an OTR (Occasion To Read) for more than 215 million readers. Monitoring of the TV coverage of key ESA events showed similarly good results. The tone was generally positive and the events were mentioned in almost all news programmes on the day of occurrence.

Since 1 April, EuroNews has been contracted by ESA to produce a bi-weekly space magazine, which is also offered via the European Broadcasting Union (EBU) to all public broadcasters in Europe. Audiences for the programme on the EuroNews channel itself ranged from 947 000 to 1.4 million viewers. The space magazine has also led to better exposure for non-key-event stories by public broadcasters, who are often hesitant to use material not originating from a journalistic source, but will use material from EuroNews via the EBU Exchange mechanism.

The Media Relations Division was also responsible for updating the *All About ESA* newspaper and its publication in the main Member State languages, for distribution to the general public, and particularly at space exhibitions, events and Press Conferences.

## **Exhibitions and Events**

ESA was present at the main space-related exhibitions in 2004, including ILA in Berlin (Germany), Farnborough International Airshow (United Kingdom), as well as the International Astronautical Congress (IAC) in Vancouver (Canada).

In Berlin, ESA participated in a joint space pavilion in cooperation with the German Space Agency (DLR) and industry (BDLI), with the

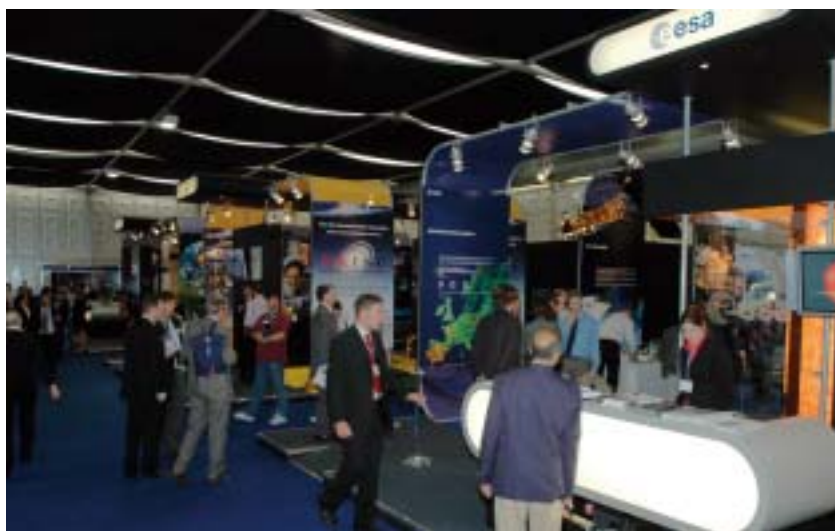


The 'Space for Life, Europe in Space – Deutschland im Weltraum' pavilion at ILA in Berlin, and (inset) Chancellor Schroeder who attended the Opening Ceremony

theme 'Space for Life, Europe in Space – Deutschland im Weltraum'. The pavilion, opened by the German Chancellor Gerhard Schroeder, was visited by numerous high-ranking decision-makers and guests. During the public days, thousands of visitors were able to acquaint themselves with current and future European and national space programmes.

At the Farnborough Airshow, an International Space Pavilion and a Space Day were dedicated to future exploration for the first time, where ESA faced the challenge of presenting the future European programmes, in close cooperation with BNSC and British space industry (UKISC). This new initiative brought together key players from the space world and the pavilion was well attended by space professionals, the Press, dignitaries, industry and the general public.

The ESA exhibition at the IAC in Vancouver contributed to the celebration of 25 years of space cooperation with Canada. Numerous



The ESA stand in the International Space Pavilion at Farnborough

presentations allowed the new generation of delegates attending the congress to meet the ESA Directors and learn more about Europe's space programmes.

ESA also cooperated during the year with various science and space museums and other



institutions organising exhibitions for the general public. One example was the 'Forum of Culture' in Barcelona, co-organised by UNESCO and the Spanish national and regional governments, which was held over several months (May-September) and visited by several million people. Similarly, ESA was present at the COSPAR Scientific Assembly in Paris, the Envisat Symposium in Salzburg, and the UN General Assembly in New York, as well as many other scientific and technical exhibitions (19 in total).

During the year, the ESA 'highlights collection' of 20 self-standing panels was used extensively throughout the Member States for various events in support of the Country Desks, and in non-Member States in support of International Relations activities.

## Online Communication

The key events in 2004 were undoubtedly the release of the first Mars image and Mars Express's first direct evidence of water on the Red Planet in January, which caused web-portal traffic to rise to unprecedented levels: there were a total of 3.4 million external visitors during the month, with a peak of 310 000 on 20 January. Approximately half a million images of Mars were downloaded over the following three days. This was a milestone in the history of the Agency's communication activities, setting a record for the number of members of the public ever reached directly by ESA. Thanks to the use of very advanced technological solutions, the ESA web portal delivered information to all its users around the World continuously and with no delays, despite the extreme traffic levels.

The Cassini-Huygens orbit insertion and the subsequent release of high-quality colour images of Saturn's rings on 1 July showed that the web audience built up with the Mars Express online campaign had been retained and was actively looking for new, exciting information from ESA. The quantity of images downloaded was again enormous. A new visitor peak is expected for the descent of Huygens through Titan's atmosphere in January 2005.

When the ESA web portal was launched in October 2000, there were roughly 20 000 external visitors a month. The number had increased to 500 000 a month by 2002, and rocketed to a peak of 3 400 000 in January 2004 for the Mars events. Since then it regularly reaches 1 500 000 visitors a month. At the same time, the number of subscribers to the direct ESA news e-mail server has reached 30 000, following a steady increase over the years.

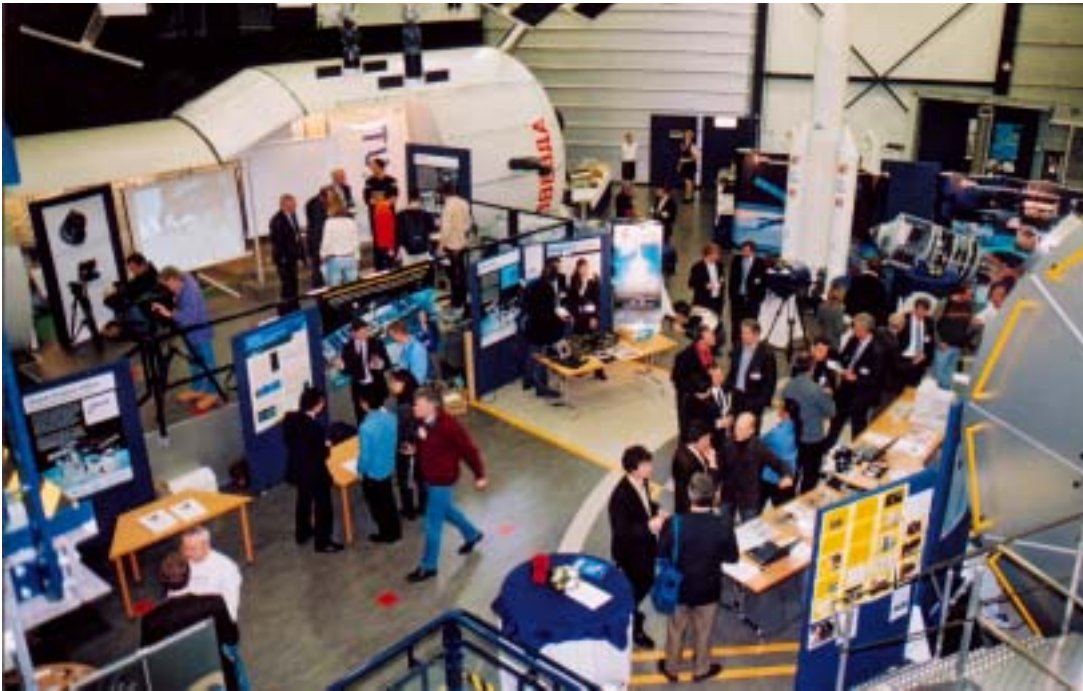
Moreover, ESA's web-portal stories are picked up by the online media community worldwide. For one recent story, research conducted only on online media sites in Latin alphabet languages showed that 124 media organisations from 30 countries took the story. This success is due to the web portal's online magazine approach, which has over time created confidence that ESA is a continuous and reliable source of European space information. In addition, the web portal chooses to publish stories on issues in which the general public has a keen interest, and the key stories are published in all ESA Member State languages.

## Internal Communication

Communication addressing ESA staff members uses: two publications, the house journal *ESA Today* and *On the Move*, a publication created in 2004 on ESA staff movements produced by the Department of Human Resources; on-line communication in the form of 'Internal News' via Lotus Notes; and staff events organised around video transmissions of the main ESA missions and addresses to staff by the Director General. *ESA Today* was further improved during the year, with the enlargement of the network of correspondents and authors, and further efforts are being made to enable as many remote ESA sites and seconded ESA staff as possible to participate in the video transmissions.

## Quality Management and Impact Monitoring

The management tools introduced in 2003 to improve quality control and impact monitoring allowed assessment of the value of particular



The DELTA pre-mission 'information market' at ESTEC in January

activities, and lessons to be learnt about the optimal organisation of initiatives for their target audiences. The media analysis service continued to provide detailed information on the quantity of coverage of ESA in the most important newspapers in the Member States and to give an indication of the quality of reports on ESA's programmes, as well as an analysis of coverage by the main terrestrial TV channels in six of the Member States. A survey was carried out in February to quantify the impact of the Mars Express communication campaign and the results were published in the second 'Quality Report' to be issued, along with the results of the more general survey on public opinion on space conducted in 2003.

## ESTEC

The DELTA mission to the International Space Station carrying ESA's Dutch astronaut André Kuipers was one of the 'news highlights' of the year for ESTEC. It stirred strong public interest and was followed by hundreds of schools, by Ministers and by members of the Dutch Royal Family. It received highly positive media attention throughout, thanks also to the enthusiastic efforts of André Kuipers himself. The successful commercial spin-offs included a book and a DVD about the mission, available just three weeks after the flight.

In terms of media coverage for ESTEC, 490 interviews were initiated, 103 TV teams visited the site (four times more than the previous

year), special TV programmes were triggered, and a weekly radio 'space diary' was aired during prime time. The media statistics showed 7.5 hours of TV coverage and some 700 articles published in the period January-May alone, with the number of Internet hits also dramatically increased.

Other highlights included the Rosetta launch, plus seven Nordic events under the ESTEC Country Desk's responsibility. The 10-day, 3000 km trip by the race-winning Nuna-2 solar car through Norway and Sweden, stopping at ten different points along the way for promotional/educational events, proved a very popular communications tool.

With the Netherlands holding the EU Presidency, many of their international guests were invited to ESTEC in the second half of the

Nuna-2's visit to Kiruna in Sweden in August



year, including EU Ambassadors, European Ministers and their partners, and the Russian Prime Minister, Mikhail Fradkov, who toured the Establishment in September. Other distinguished visitors in 2004 included Belgium's King Albert II in February, and the Chinese Prime Minister Jiabao Wen, accompanied by a large delegation of Ministers and media representatives, in December. Many of these guests were welcomed personally by ESA's Director General, Jean-Jacques Dordain.

In all, 740 VIP guests were welcomed at ESTEC, 55 university groups made education-related visits, and 17 communications events were arranged for or with staff. The Space Expo Visitor Centre also benefited from the 'Kuipers-effect', with 80 000 paying visitors, 11 500 of whom also took the space-train tour of the ESTEC facilities. In 2004, a total of 63 000 visitors were registered at the ESTEC gatehouse.

## ESOC

ESA's Control Centre was the focus of historic missions and events in 2004. The year opened with the presentation of the first pictures from Mars Express and the confirmation of water on the Red Planet on 23 January. Following up the popular Mars Express in-orbit insertion event of 25 December 2003, the successful beginning for the Rosetta mission on 2 March drew enormous attention from the Press, helped by the long duration and daring nature of the mission.

Among the 41 events organised by the ESOC Communication Office during the year, the exhibition at the Automobil Forum in Berlin, which attracted more than 160 000 visitors between 17 June and 30 August, was certainly a high point. ESOC also cooperated with the magazine *STERN* for Germany's first 'Long Night of the Stars' on 18 September, with 3500 people visiting the Centre and listening to lectures during the night. The Press Conference on 2 September to publicise the event was opened by Mrs Edelgard Bulmahn, German Minister of Research and Science, and ESA Director General Jean-Jacques Dordain. The SMART-1 satellite's arrival in orbit around the Moon was announced during an international Press Conference on 16 November. The list of highlights would not be complete without a mention of the event organised on 1 July to witness the perfect insertion into orbit around Saturn of the Cassini-Huygens spacecraft, leading to the historic descent by Huygens onto the planet's surface on 14 January 2005.

## ESRIN

The communications activities handled from ESRIN for Italy, Spain and Portugal in 2004 included a number of events organised bilaterally with their national Delegations.

In Portugal, an Industry Forum was arranged in May to brief Portuguese industry and the Portuguese Minister for Science and Technology on ESA activities.

In Spain, ESA participated in the Barcelona Forum (May to September) with a contribution to the exhibition and speakers at the conference sessions dedicated to the Environment and Sustainable Development. ESA was present at the Madrid Fair in March, which included educational events for youngsters and attracted large numbers of visitors. ESA also actively contributed to the Spanish Science Week, and an Open Day was organised at ESAC in Villafranca to coincide with that initiative. A visit to ESAC was arranged for a European Parliamentary Space Conference Delegation in November, on the occasion of the VIth Interparliamentary Space Conference in Madrid.

The Mars Express Press Conference at ESOC on 23 January







The Rosetta launch event at ESOC on 2 March



The ESA stand at the Madrid Fair in March



The ESA stand at the SATEXPO fair in Vicenza in October

In Italy too, ESA participated in several major scientific and outreach events with exhibits, media briefings and presentations. Together with the Tor Vergata University in Rome and research institutes from the Frascati area, it organised the 'Scienza Orienta' initiative to inform young people about space and career opportunities linked to research. ESA also participated in the Science Week in Genoa, and in the special exhibition in November at the IDIS museum in Naples devoted to Mars, with exhibits on education, space science and Earth observation. ESA was also present at the

SATEXPO telecommunications fair in Vicenza in October with a stand, demonstrations on telemedicine and satellite-communications applications, and a conference on Galileo.

ESA joined with the Italian Space Agency (ASI) and Alenia at 'Futurshow' in Milan, to present its space science, International Space Station (ISS) and applications activities.

A special space exhibit was jointly organised by ESA, Aleniaspazio, Finmeccanica, the Lazio Region and Aeronautica Italiana in Rome in December to publicise the Soyuz mission of ESA astronaut Roberto Vittori to the ISS.

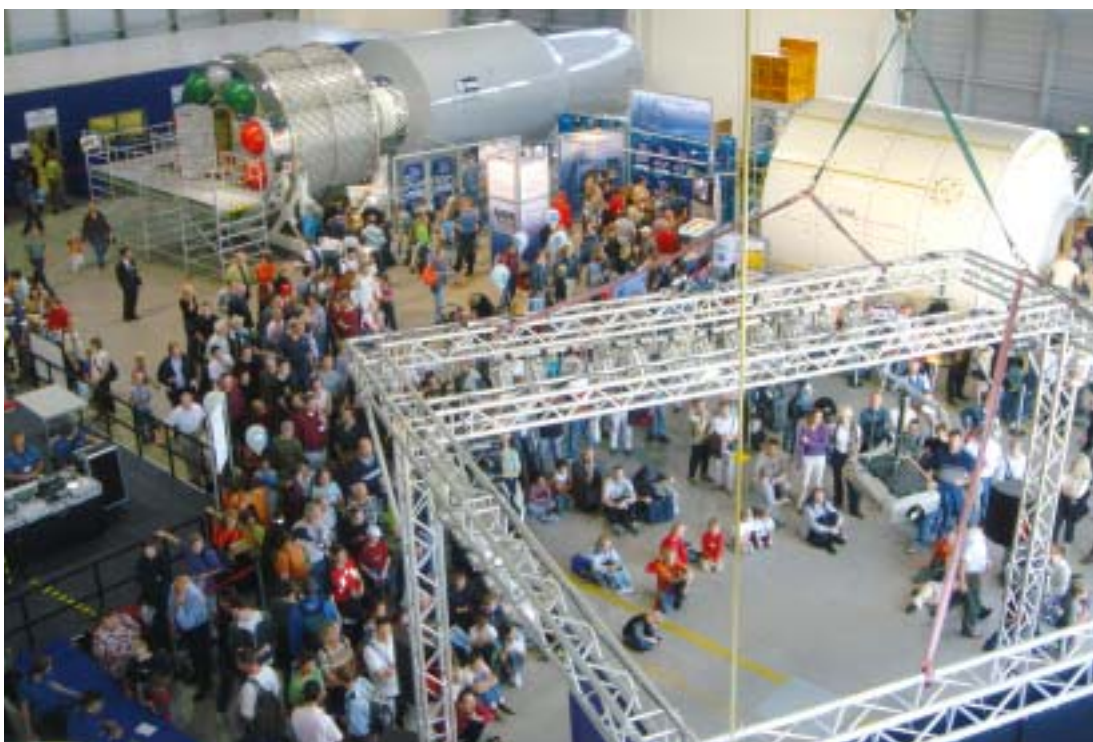
## EAC

There were 716 requests for public appearances by ESA's astronauts in 2004, including:

- more than 130 for André Kuipers as a result of the DELTA mission
- 114 for Pedro Duque due to his Cervantes mission
- 109 for Claude Nicollier
- 102 for Thomas Reiter
- 78 for Reinhold Ewald
- 71 for Frank De Winne
- 68 for Gerhard Thiele, and
- 65 for Jean-François Clervoy.

2004, with audiences of typically 100 VIPs drawn from governments, embassies, private companies, schools and universities. The 'Night of the Astronauts', for example, attracted an audience of more than 5000, including 48 accredited media representatives. EAC welcomed a total of 7931 visitors during the year.

To further increase the visibility of ESA and EAC during all of these events, a considerable amount of photographic and video material was produced and distributed, including video footage shot during actual missions and mission training.



The 'German Space Days' attracted thousands of visitors to EAC in September

With only 20% of all such requests ultimately rejected during the vetting process, the ESA astronauts, supported by their EAC colleagues, clearly worked hard in coping with the growth in requests and serving as ambassadors in furthering the visibility and public awareness of ESA, EAC, and Human Spaceflight activities throughout Europe.

As the home base of the European Astronaut Corps, EAC is committed to organising human-spaceflight events related to specific astronaut missions. Several such events were organised in

A second commercial ESA Space Training course was organised together with EADS and PRO-TOURA for eight businessmen.

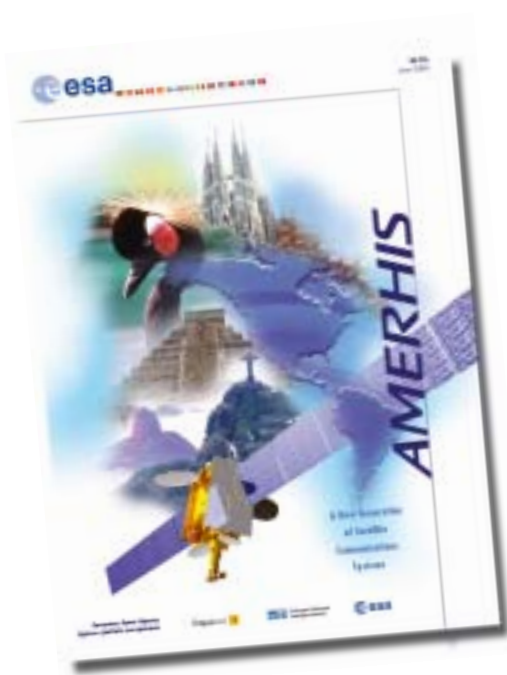


## Publications

In 2004 the Division produced the usual broad spectrum of publications, ranging from highly scientific and technical documents for the ESA projects to PR-oriented brochures and newsletters. More than 16 000 pages were published during the year in support of all ESA Directorates, including:

- The *ESA Annual Report* (English and French versions), the *ESA Bulletin* (four issues), and *The European Space Sector in a Global Context* (BR-222), for the Director General
- *ESA's Report to the 35th COSPAR Meeting* (SP-1276), *Cassini-Huygens – Unique Insights into a Ringed World* (BR-225), and *Mars Express – The Scientific Payload* (SP-1240), for the Directorate of Science
- *Artemis – Paving the Way for Europe's Future Data-Relay Land-Mobile and Navigation Services* (BR-220), *AmerHis – A New Generation of Satellite Communications Systems* (BR-226), and the *Connect* newsletter (two issues), for the Directorate of European Union and Industrial Programmes
- *The European Astronauts – A Case for Humans in Space* (BR-221), *Telemedicine 2010 – Visions for a Personal Medical Network* (BR-229), and the *On Station* newsletter (three issues), for the Directorate of Human Spaceflight, Microgravity and Exploration

- *SMOS – ESA's Water Mission* (BR-224), and the *GEOSS 10-Year Implementation Plan Reference Document* (SP-1284), for the Directorate of Earth Observation
- *The Dutch Technology Transfer Programme – Knowledge from Space within Reach* (BR-231), *Space Project Management – Risk Management* (ECSS-M-00-03B), and *Space Product Assurance – Data for the Selection of Space Materials and Processes* (ECSS-Q-70-71A), for the Directorate of Technical and Quality Management.
- *VEGA – The European Small Launcher* (BR-233), for the Directorate of Launchers
- *Austria's History in Space* (HSR-34), and *Norwegian Space Activities – An Historical Overview* (HSR-35), for the ESA History Committee.



Publications support was also provided to 25 high-level ESA-sponsored Conferences and Symposia organised by the various Directorates, in addition to numerous Workshops and less formal meetings.

Support provided to ESA's sister organisations during the year included assistance to the International Space Science Institute (ISSI) for the production of its Annual Report, a brochure entitled *Understanding Space* and the

monograph *The Solar System and Beyond – Ten Years of ISSI*, and to the new international Group on Earth Observations (GEO) in the preparation and publication of its *Ten Year Implementation Plan Reference Document*.

Substantial work was also undertaken on the ESA Publications website to enhance its completeness, searchability and user-friendliness.

