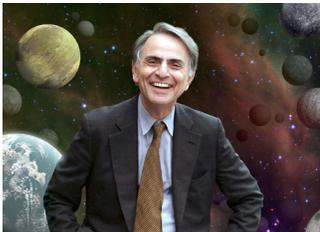


Fall Appeal 2018: Empower a new generation of science communicators



Dear Friend of the ASP,

Renowned astronomer Carl Sagan was a great communicator. He understood his audience. He used words and ideas that sparked the imagination. He made us think, and never made us feel that complex concepts were out of reach. As he so powerfully demonstrated, great communicators can excite whole generations to savor the excitement of scientific discovery.



Astronomer Carl Sagan (1934–1996)

He inspired a whole generation to look at the night sky and ponder the cosmos. *“When you’re in love,” he said, “you want to tell the world!”*

The ASP has long been interested in investigating ways to foster these skills, asking:

- How can we help scientists make connections with nonscientists?
- What can we do to support promising young scientists working with public audiences?
- How do we help scientists from underrepresented groups inspire new generations to follow in their footsteps?

What can you and the ASP do to help develop the next generation of great science communicators?

We’re proud to announce that the National Science Foundation (NSF) has just awarded the ASP a \$2.7 million research-and-development grant to find out.

Over the next four years, we’ll be working with experts in science communication, informal education, and evaluation, investigating ways to help early-career research astronomers and space scientists connect with the public. Advisors and key stakeholders from the American Association for the Advancement of Science (AAAS), American Geophysical Union (AGU), American Astronomical Society (AAS), Association of Science and Technology Centers (ASTC), and the National Radio Astronomy Observatory (NRAO) will all be assisting in our efforts.

This new grant provides a solid foundation for developing a new generation of science communicators... But then what?

With your help, we can move one more crucial step forward.

Your support will help us create hands-on activities, videos, and other education resources these scientists will need as they reach out to the public. Your donation allows for children’s storybooks to entice young fans of space and science adventures into following their passions. Your involvement will help us design innovative tools and resources that reach across cultures, promote diversity, and empower young scientists to share the wonders of the universe with people of all ages.

“Anyone could be anything!” says astrophysicist Burçin Mutlu-Pakdil. “As a Muslim woman in science, I dream [to show] everyone that science can be both enjoyable and reachable for anyone, especially for women and minorities.”

Be inspired by the outreach work by Ms. Mutlu-Pakdil and other graduates of the Ambassador’s program. Visit astrosociety.org to learn more about them.



Please, make your donation today. Your generous support will bring the excitement of astronomy to people of all ages.

With our thanks—

Linda Shore
CEO, Astronomical Society of the Pacific

P.S. Please consider making a recurring gift: For just \$10 a month, you can make a tremendous difference to the future of science literacy.

Your donation may be tax deductible as provided by law. The ASP is a 501c3 nonprofit organization, tax ID #94-0294860.