

The VT-2004 and Communication

The Media: TV

Herafilm Science Media

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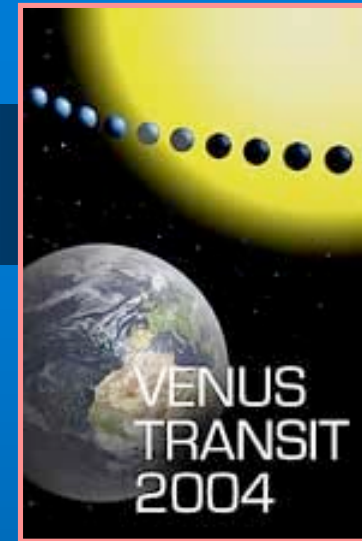
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Popularis

- **Science and Technology Magazine**
- **28 minutes**
- **3 – 4 stories**
- **Broadcast by national public Czech TV**
 - ❖ (2 public and 2 private channels in CR)
- **Channel 2, Thursday 17.30**
 - ❖ (plus two reprises)
- **Produced by independent producer HERAFILM Science Media**
 - ❖ (leader in production of popular science TV programmes, 12 years of existence)



Popularis + VT 2004



- **Project Venus Transit 2004** (December 2003)
- Supported by EU
- Coordinated by European Southern Observatory
- Participant: Astronomical Institute of the Academy of Sciences of the Czech Republic



- **Special edition of Popularis devoted to the VT 2004 in Czech and English versions**
- **Sponsored by British Council**
- **Broadcast June 3rd (VT 2004 – June 8th) + 3 announcements**
- **Shared the programme free of rights and free of charge**

VT 2004 – How to observe



- On website in advance
- Grammar School in Prostějov
 - Interviews with students and teachers
 - How to participate in the project
 - How to observe at school
- Public Observatory in Prostějov
 - How to observe at observatory
 - Safety
- Institute of Astronomy – Observatory Ondřejov
 - Processing of images



VT 2004

- **History and the transits**

- First observations
- AU calculations
- thanks to ESO for animations
- First international coordination of measurements
- Interesting voyages and challenges

- **VT 2004 in context**

- Meeting of European amateur astronomers in Czech Republic
- Venus itself and Venus Express
- British Council exhibition on exploring the planets
- Exoplanets

- **Interviews with the leading scientist from Europe**

- **Could not include everything we wished!**



Popularis + VT 2004 - Meaning



- First cooperation in such a big project – great experience
- Opportunity to observe scientists striving to popularize astronomy
- Possibility to work with scientists, not only to report on them
- Chance to meet new people and to enjoy working with them

VT 2004 in TV

- **Example – Polish TV**

- www.tvp.com.pl Search: Venus
- 85 results
- 82 Venus Williams
- 1 philosophical seminar
- 2 Venus Transit

- **Europe**

- Matiere Grise, RBTF, Belgium, 15´
- BR, Germany, 8´
- DW, Germany, 6´
- In science magazines longer and more detailed coverage
- News: Czech TV, BBC, Netherlands, Switzerland ... 1´- 2´
- Mentioned in every TV news in every country that day



VT 2004 in TV - Conclusion



- Missed opportunity – project deserved more attention
- Proper information on VT 2004 was not given in TV around the whole Europe
- Venus Transit was announced and reported but not the project itself
- Preparation of a documentary linked to the project should start two years before - and with appropriate budget
- Use the possibilities of European Broadcasting Union to disseminate the documentary
- *Experientia est optima rerum magistra*
Experience is the best teacher and we were very lucky to attend this lecture