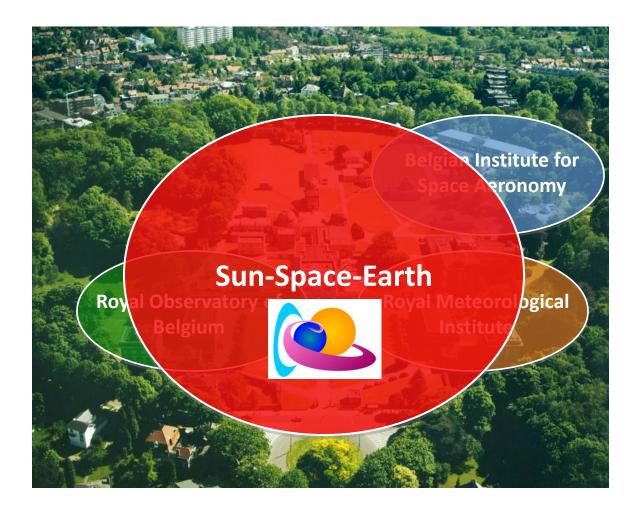
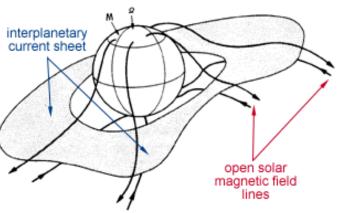
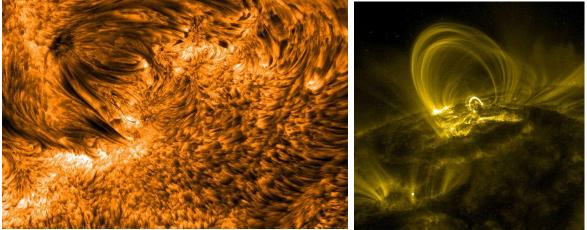
Where communication and space weather meet

Petra Vanlommel

Bundling know-how

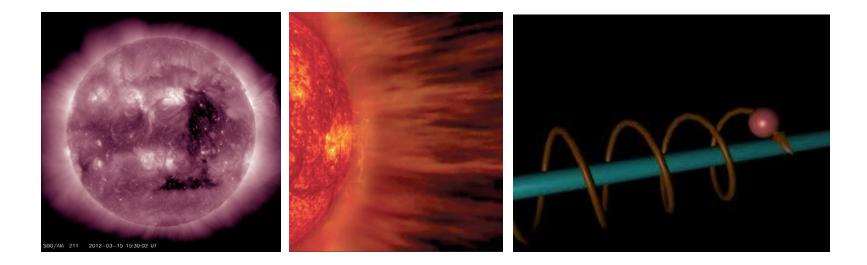






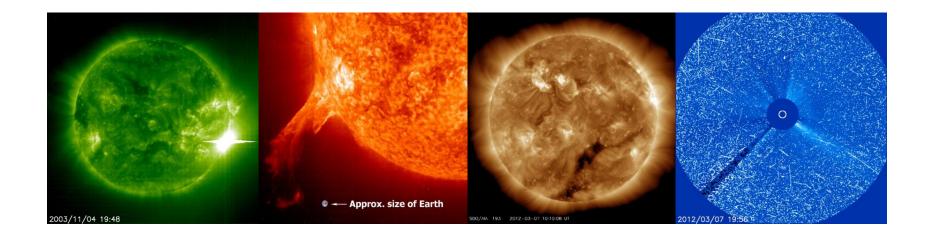
Magnetism

Dynamic



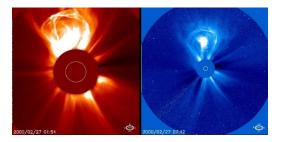
Energy

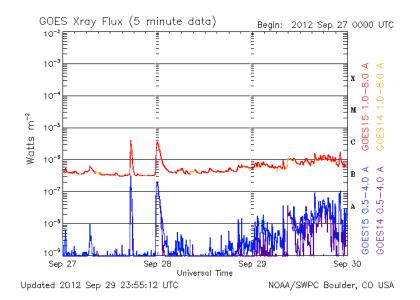
Irradiance – Plasma - particles



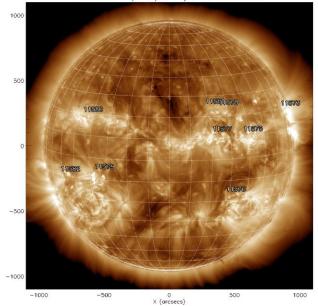
Saison - Weather

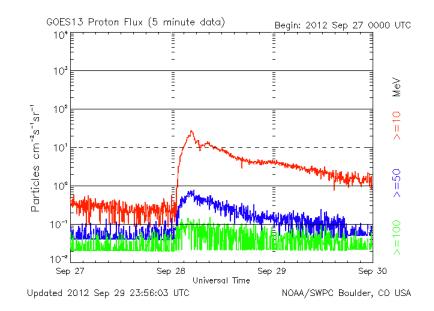
flare – CME/CH – proton storm

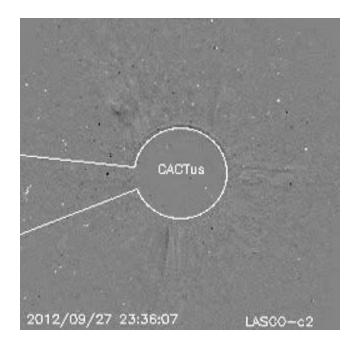


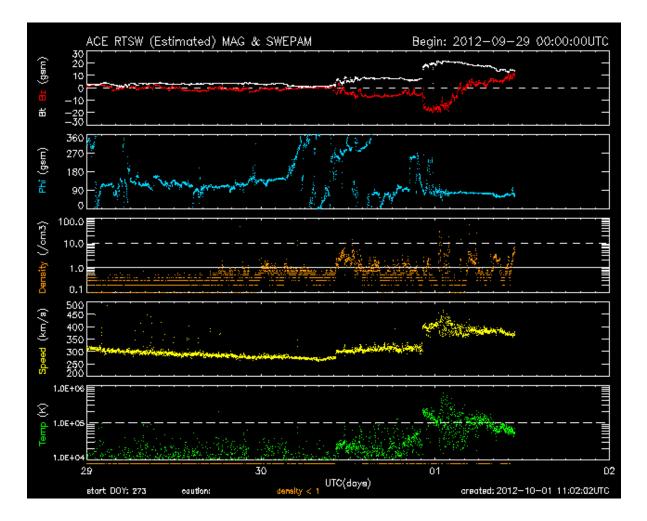


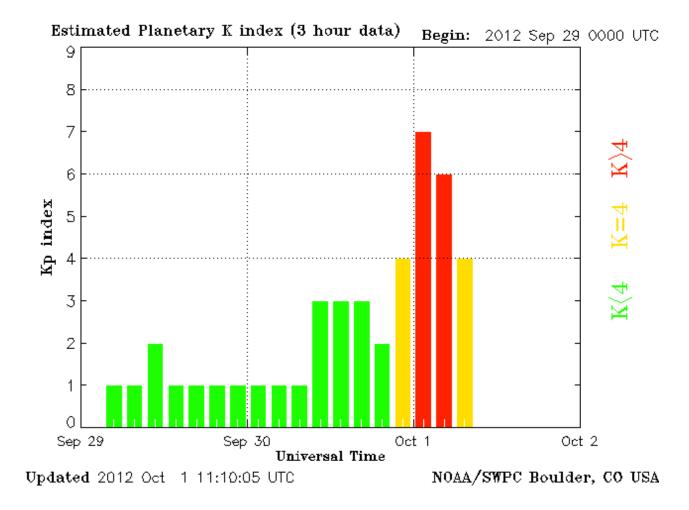
SDO AIA Fe XII (193 Å) 27-Sep-2012 21:01:54.840







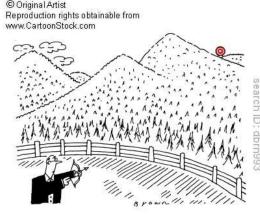






Communication Plan

Who - What – When – Why – How – by Whom – Evaluation



CEO BARNEY BINGLE REASSURED ANALYSTS THAT HIS COMPANY'S EARNINGS TARGET IS STILL IN SIGHT

Who : Target groups

Non-professionals & non-scientists Non-professional & scientific interest Students Scientist Funding agencies commercial entities



Why

"...And do you John take Jennifer to be your lawfully wedded wife? To have and to hold, to write off on your taxes?"

Benefit

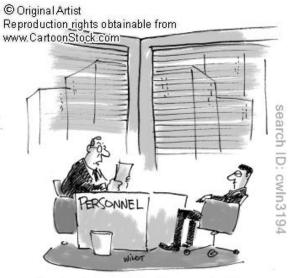
What

General – focused info science results



Approach - Tactics

1 way or 2 way Static – dynamic



By Whom

"You slouch in the chair, show no enthusiasm, and mumble when you speak...and your degree is in communications."

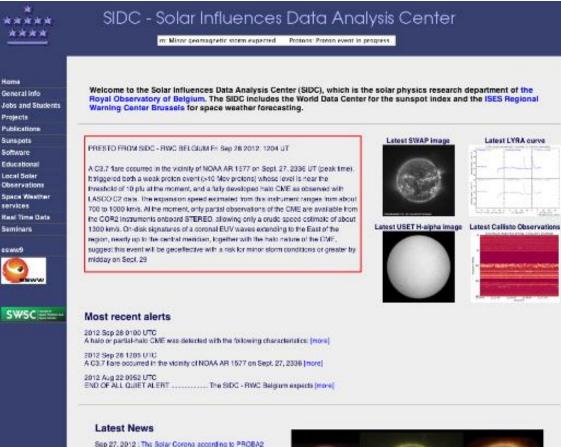
Depends on approach and sort of information

Evaluation

European Space Weather Portal



RWC

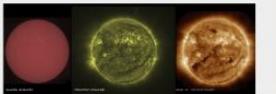


Sep 20, 2012 : A Hamen's sump to tame

Sep 13, 2012 : All guiet on the solar front

Sep 10, 2012 : The STCE hosts the 5th Solar Orbiter Workshop

Sep 7. 2012 : Die-Hard 2: The explosive linale



#	ŧ
# FAST WARNING 'PRESTO' MESSAGE from the SIDC (RWC-Belgium) # ##	t
An interplanetary shock wave was detected yesterday by ACE around 22:15 UT and by SOHO/CELIAS at 22:21 UT. The solar wind speed jumped from 310 km/s to 395 km/s and the interplanetary magnetic field (IMF) magnitude jumped from 7 nT to 15 nT. The solar wind speed in the post-shock flow reached 450 km/s, indicating that the shock was driven by the ICME corresponding to the full halo CME observed on the Sun on September 28. The IMF magnitude reached 22 nT and was directed southward right after the shock, with north-south IMF component Bz reaching -20 nT. This led to geomagnetic storm conditions (Kp = 7 reported by NOAA and local K = 5 reported by Dourbes and IZMIRAN today after midnight). Currently the IMF is directed steadily northward and the geomagnetic activity is decreasing. As the IMF magnitude remains elevated (around 15 nT), further geomagnetic disturbances are not excluded.)

STCE Newsletter

3 Sep 2012 - 9 Sep 2012



Published by the STCE - this issue : 13 Sep 2012. The Solar-Terrestrial Centre of Excellence (STCE) is a collaborative network of the Belgian Institute for Space Aeronomy, the Royal Observatory of Belgium and the Royal Meteorological Institute of Belgium.

Archive of the newsletters

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Table of Content	1.All quiet on t 2.Rev	view of sola 3.Noticeable Sol 4.PROBA2 Observa 5.Review of geom		
6.Geomagnetic Ob.	7.New documents	8.Future Events		
 All quiet on the solar front (3 Sep 2012 - 9 Sep 2012) Review of solar activity (3 Sep 2012 - 9 Sep 2012) Noticeable Solar Events (3 Sep 2012 - 9 Sep 2012) PROBA2 Observations (3 Sep 2012 - 9 Sep 2012) Review of geomagnetic activity (3 Sep 2012 - 9 Sep 2012) Geomagnetic Observations at Dourbes (3 Sep 2012 - 9 Sep 2012) New documents in the European Space Weather Portal Repository Future Events 				

The STCE Newsletter





Journal for SWSC

EDP Sciences Journals Lis

European Space Weather Week



Training schools



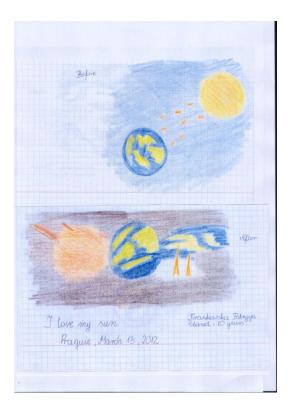


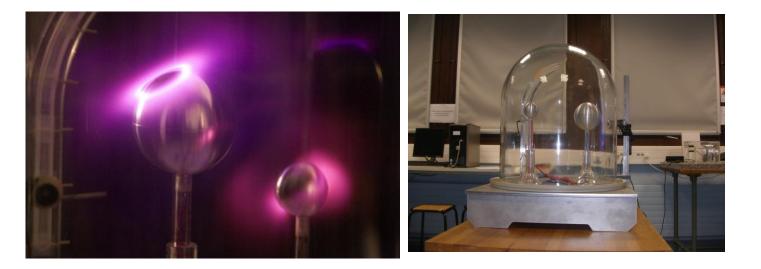
"Well what will it be-I've only got one shot left."

One shot events

General public

I love my Sun





Planeterrella





PROBA2

Government – press conferences

Broad public – press conferences, press releases, publications

Schools – proba2@school

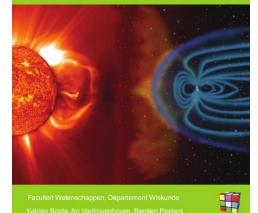
Amateur astronomers – presentations, publications in journals and on the website

Scientists – GIP, data, presence at ESWW





Wiskunde achter detectie



Jr College

Science Expresso



'I have a question'



Conclusions

Dedicated people – a scientist? Target group > the general public