

Abstract Submitted
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Effectively selling astronomy to the public – fusing lessons learned from education, entertainment, advertising and public relations ARTHUR PALLONE, JACQUE DAY, Murray State University — A great celestial story is only as effective as the teller of the tale. With passion and knowledge at the helm, we must search for ways to pass on enthusiasm to others while conveying sound science. Based on our experiences, we present an integrated approach – one that borrows elements from education, entertainment, advertising, and public relations – to choose an event, hook and keep the public’s attention while making them want more, and provide some tips for increasing media presence.

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