



# Green Bank Observatory

Lessons Learned from the Pandemic and Virtual Education and Outreach  
*2022 NSF Research Infrastructure Workshop*

[greenbankobservatory.org](https://greenbankobservatory.org)



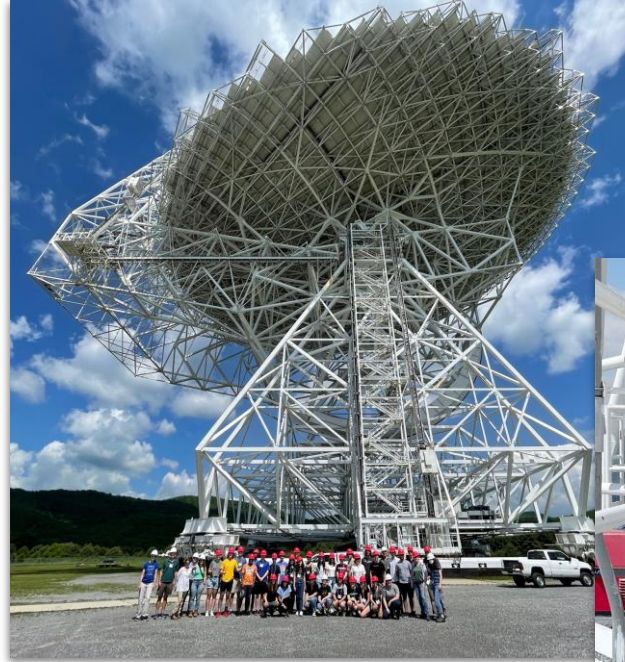
# How Quarantine Changed GBO Outreach

- EVERYTHING became virtual
- Learning curve
  - Platforms, staff deployment
- Maximize resources already suited for this
  - PIO joined team in 2019 and had already started to inventory and improve staff and public access to assets



# Virtual Audiences

- Scientists
- Public
- Press
- Educators



# Organizing Resources, Improving Access

- Photos
- GBO logos
- Science Images
- Videos
  - Workshops, trainings, presentations
  - EPO programs, tours & activities
- On demand
- LIVE

[greenbankobservatory.org](https://greenbankobservatory.org)

Media

Press Kit  
Documents, fact facts, and more

Photo & Video  
Visit our Photo account to download images and clips along with 360 VR

Press Kit

Press Requests Public Photography Media Use Social Media Policy Fact Facts Downloads

Press Requests

SAFETY PRECAUTIONS DUE TO COVID-19 HAVE PLACED NEW RESTRICTIONS ON PRESS ACCESS LIMITING THE SIZE OF CREWS AND LOCATIONS. PLEASE ENSURE THAT YOU ALLOW EXTRA TIME WHEN MAKING YOUR REQUEST.

Thursday  
January 20th  
7PM EDT

**LIVE**

**ASK ME ANYTHING:  
Scientist  
Ryan Lynch  
& NEW signals  
from giant  
black holes**

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OBSERVATORY

Logo Versions and Use

Standard Logo Versions

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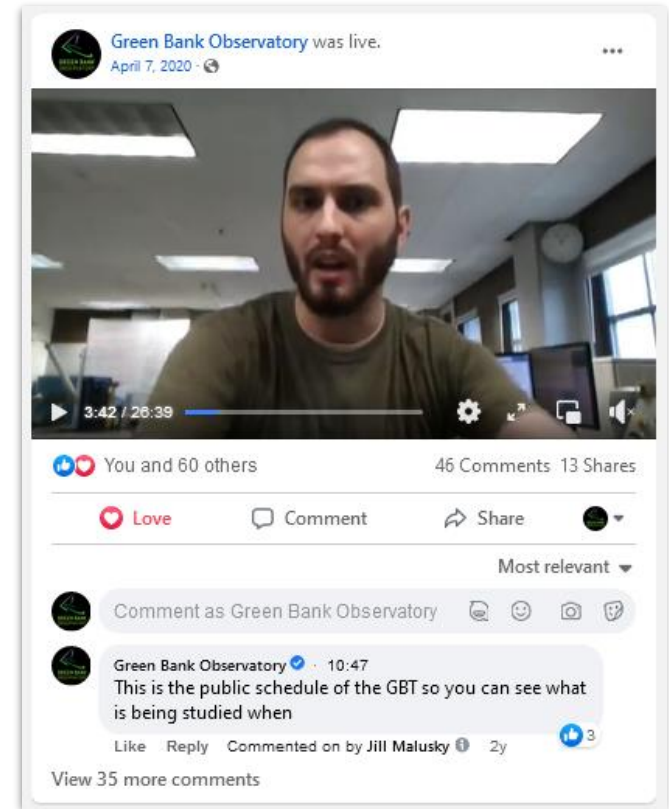
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# Improving Access, Communicating Availability of Resources

As many open doors as possible

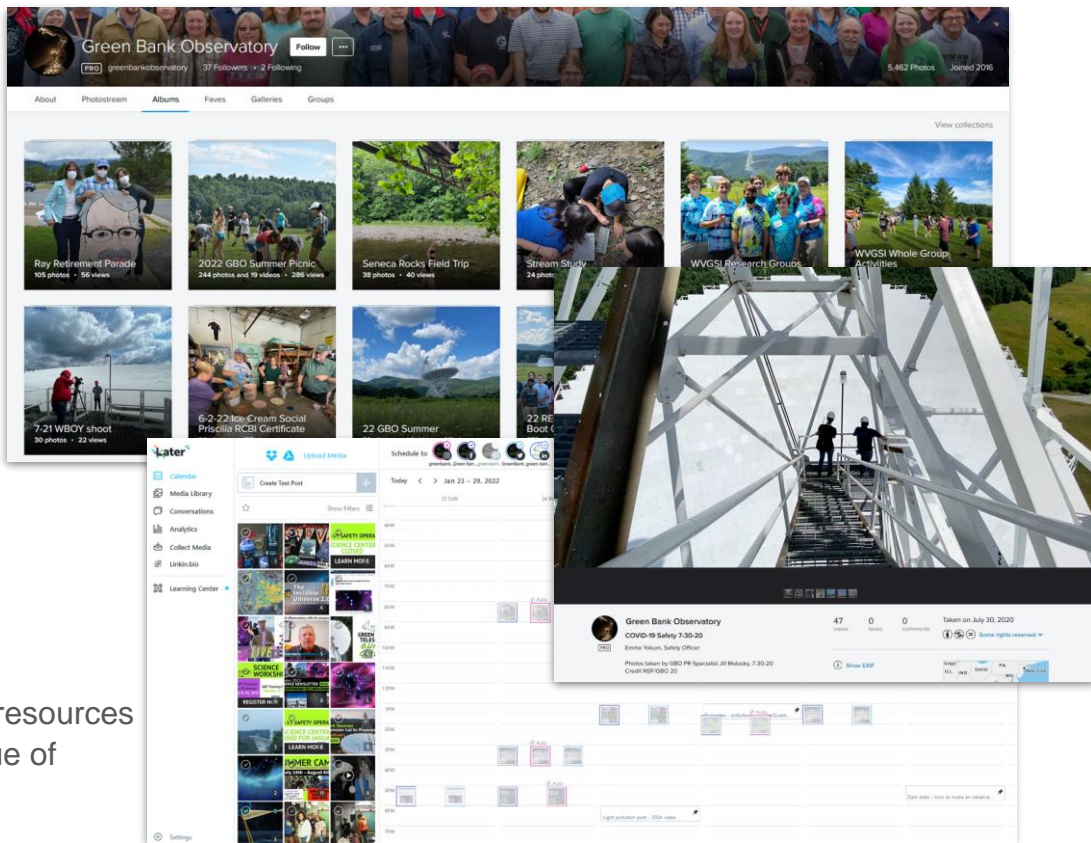
- Email lists
  - Audiences: science community, general public, educators
- Social Media
  - Twitter: science community;  
Instagram/Facebook: general public
- Website



# What Platforms?

Building the plane while we are flying

- Audience familiarity
  - Staff familiarity
  - Budget/cost
  - Functionality
- 
- YouTube
  - Flickr
  - Later (social media scheduler)
    - Promote & access virtual programs/resources
    - Plan for engagement, maximize value of programs/assets



# Results

- Media requests maintained pre-pandemic levels - and then grew!
- Resources were used by ALL staff and programs
- Photos & video
  - EPO programs & virtual tours
  - Staff Zoom presentations & meetings



# Results

- Virtual programs continued with return of IRL options
- Trainings, workshops & presentations
  - GBO Bi-weekly Zoom
- EPO virtual tours for field trips

## Green Bank Observatory Community Zoom

The Observatory has been sharing news and information about its operations and science in bi-weekly Zoom meetings every other Wednesday at 1 pm ET (except where noted). The recordings are linked below, and include a description of topics and presenters in the recording descriptions.

If you would like to listen in live, please use the form at the bottom of this page to subscribe to our Community Update email list. You may unsubscribe at any time.

[Sign up](#) for our invitations to attend the Zooms live

### 2022 Community Zoom Webinars

#### Upcoming Community Zooms

August 14 – Lance Benner (NASA – JPL) **The Apophis Planetary Defense Campaign**

September 28 – Jane Greaves (Cardiff University) **GBT Observations of the Galactic Submillimeter Sky**

October 12 – Felix J. Lockman (Green Bank Observatory)

October 26 – Aya Keller (University of California, Berkeley)

#### Recordings – please note, recordings are available for

August 31 – Jack Orlowick-Scherer (McGill University)

August 17 – Akshay Suresh (Cornell University) **A Gal**

August 3 – Ananthan Karunakaran (Instituto de Astro

The screenshot shows a YouTube video player. The video title is "Constraints on the Thermodynamic State of X-Ray Bubbles in MS0735 with MUSTANG-2". The video has 15 views and was uploaded on August 31, 2022. The video content includes a slide titled "Observational techniques" with the following text: "To date, observations of cavities in the ICM have been carried out in the X-ray due to its high resolution and sensitivity to the hot gas. Recently, however, sub-mm experiments have reached a sufficient resolution and sensitivity to detect these cavities via the thermal Sunyaev-Zeldovich (SZ) effect. Thermal and non-thermal support scenarios can be distinguished using the SZ effect." To the right of the text is a Chandra X-ray image of MS0735 showing X-ray cavities. The image is labeled with "Shock Front" and "Cavities". A scale bar indicates 30'' and 105 kpc. Below the image is a color scale from 0.15 to 25. The video player interface shows the video is at 0:02 / 19:04.





# Tools for success

- Communications role allowed me to prepare a wealth of resources not knowing quarantine was coming
- Managing assets & their access successfully resulted in the growth of programs & engagement
  - Offerings & participation

