

COMMUNICATION & OUTREACH

Planet S

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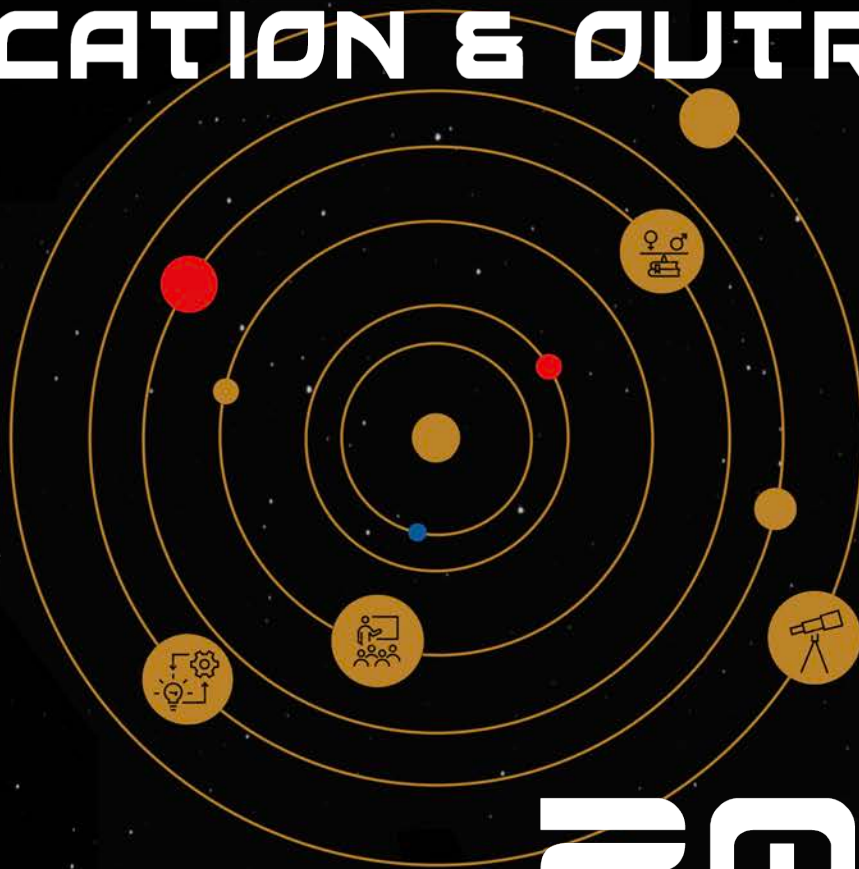
UNIVERSITÄT
BERN

UNIVERSITÉ
DE GENÈVE

Universität
Zürich

ETH zürich

Swiss National
Science Foundation



2022

The background of the slide is a deep black space. In the upper center, a bright, glowing sun is visible, creating a lens flare effect. In the lower-left corner, a portion of the Earth is shown, with its blue oceans and brown/green landmasses. The text "Communication Team" is centered in the upper half of the image in a large, white, sans-serif font.

Communication Team

PlanetThe logo for Planet S, featuring a stylized 'S' that incorporates a satellite dish or orbital path.



Swiss National
Science Foundation

OLD COM TEAM



Willy Benz
Leader
Communication



Guido Schwarz
Communication &
Outreach Officer



Arian Bastani
Communication &
Outreach Officer



Baptiste Lavie
Communication &
Outreach Officer



Timm Riesen
Communication &
Outreach Officer



Sylviane Blum
Communication &
Outreach Officer
CSH



Jonas Frey
Webdeveloper

NEW COM TEAM



Yann Alibert
Leader
Communication



David Ehrenreich
Deputy Leader
Communication



Guido Schwarz
Communication &
Outreach Officer



Thibaut Roger
Communication &
Outreach Officer



Baptiste Lavie
Communication &
Outreach Officer



Timm Riesen
Communication &
Outreach Officer



Sophie Krummenacher
Communication &
Outreach Officer CSH



Jonas Frey
Webdeveloper

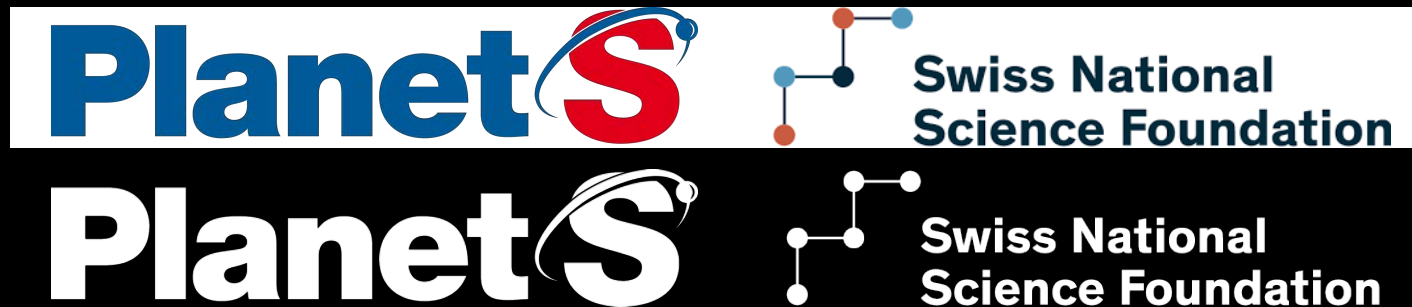
A team at your service

- Goal: promote PlanetS and its members and associates, and support their initiatives.
 - Press releases
 - Social media
 - Events
 - Business cards
- Discord?

communication@nccr-planets.ch

Reminders

- Logo usage rules
ALWAYS PlanetS + SNF logo



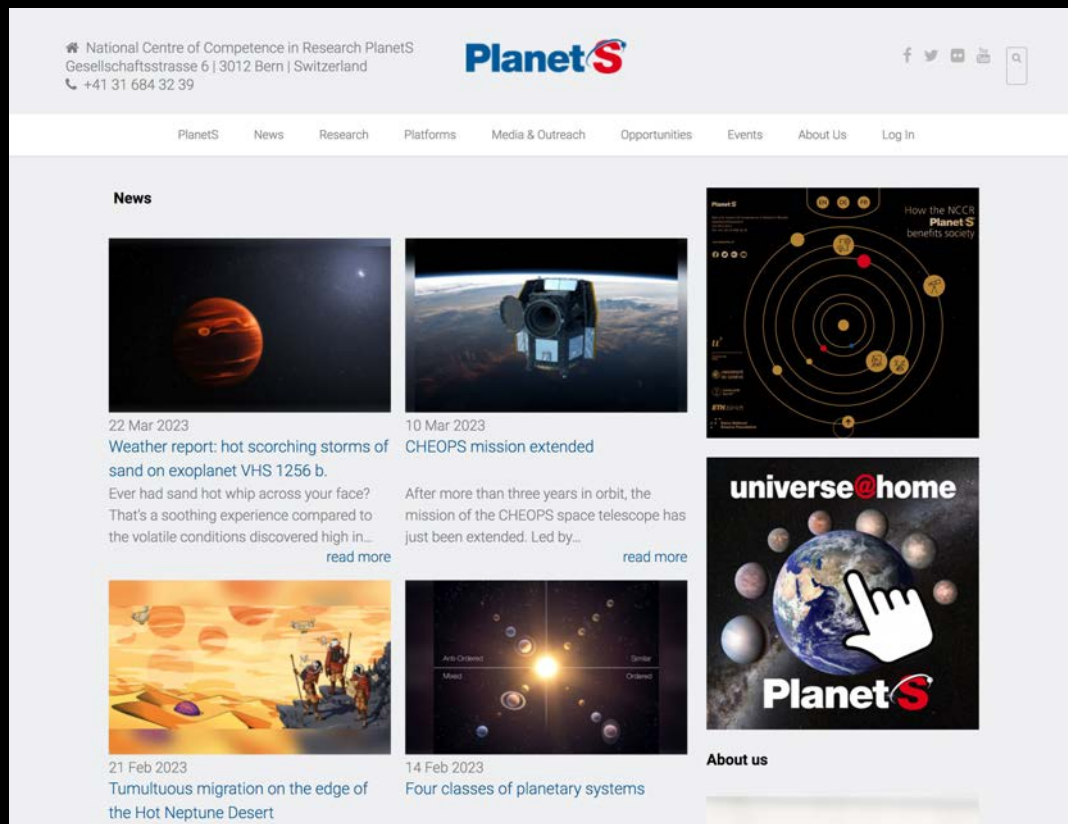
- Acknowledgements in papers
Mandatory for members



Online presence

Website

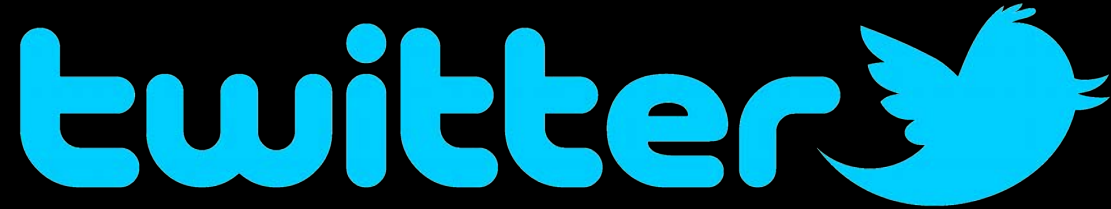
- 50 stories including media releases, newsletter articles and more.
- 60% in 3 languages
- > 50,000 unique page views since start Phase III





facebook

- 930 followers
- >400 posts
- ø 500 users
- peaks at 4,000 users



- 500 followers
- >80 tweets + many retweets
- 10,000 profile visits
- 40,000 impressions



- managed by Technology platform



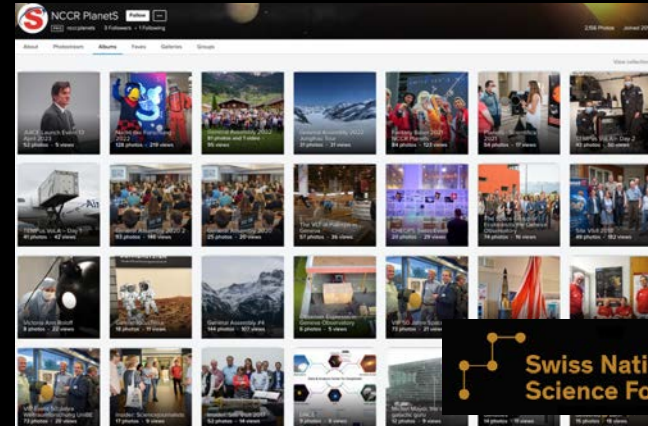
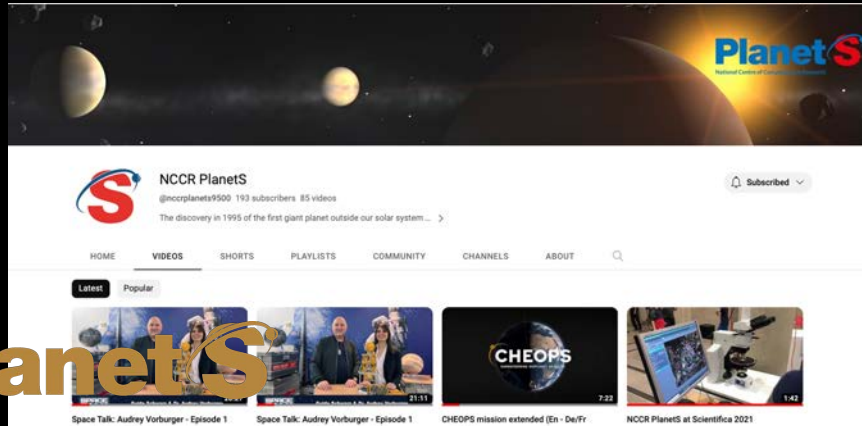
@nccrplanets9500



/130594030@N05

Hosting our videos and photo albums

PlanetS



Swiss National
Science Foundation

**TELE
B'ÄRN**



Space Talk

- Online series
- 12 monthly episodes
- 40 min
- 1 guest
- Premiere 5 April 2023
- Broadcasting tonight on TV!

**SPACE
TALK**

Guido Schwarz & Dr. Audrey Vorburger

 **ch media**

Media

Press releases

- 24 press releases
- Collaborations with 4 home institutes + ESA, ESO and Europlanet

PlanetS

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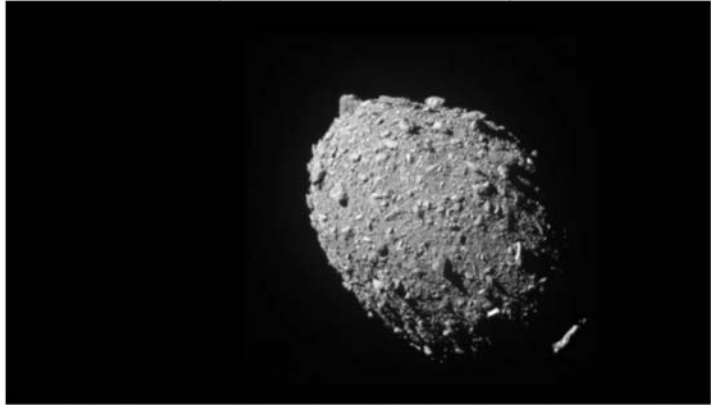
SCIENTIFIC AMERICAN

Subscribe

PLANETARY SCIENCE

NASA's DART Spacecraft Successfully Smacks a Space Rock—Now What?

The DART spacecraft has purposefully crashed into the asteroid Dimorphos, hopefully changing its orbit by a few minutes, in a milestone test of future planetary defense techniques



The asteroid Dimorphos, as seen by NASA's Double Asteroid Redirection Test (DART) spacecraft moments before impact. Credit: NASA/Johns Hopkins APL

An asteroid wiped out the dinosaurs; now Earthlings are fighting back. The sight of saurian fossils in most any science museum is a potent reminder that asteroids can threaten Earth as they swing around our sun, occasionally coming dangerously close to our planet—or, 66 million years ago, too close. Now scientists have tested a method that might save our planet from future doomsdays. In the past hour, NASA's Double Asteroid Redirection Test (DART) spacecraft crashed into a small asteroid called Dimorphos.

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Press releases

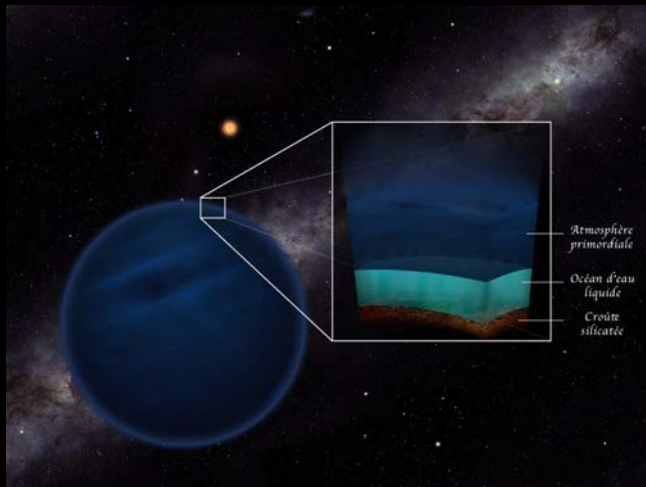
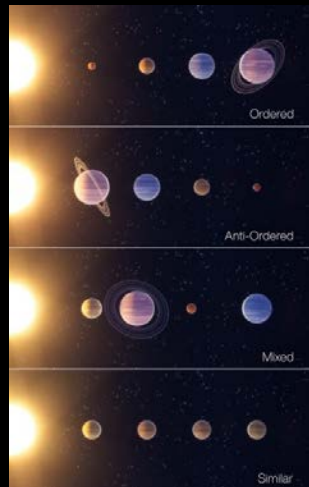
- 24 press releases
- Collaborations with 4 home institutes + ESA, ESO and Europlanet
- PR covered in 30+ countries and 15+ languages



Number	Link
1	Four classes of planetary systems -- ScienceDaily
2	Astronomers Identify Four Classes of Planetary System Architecture Sci.News
3	Four classes of planetary systems
4	Four classes of planetary systems Flipboard
5	Proposed planetary system classifications suggest ours is the rarest
6	Switzerland discovers that there are four types of solar systems - Archyde
7	FARK.com: (12753600) Astronomers announce four classes of planetary systems, will not officially confirm earth is home-schooled
8	Ground News - Four classes of planetary systems
9	Four classes of planetary systems
10	Four classes of planetary systems
11	Se establecen cuatro clases de sistemas planetarios
12	Investigación determina que existen cuatro clases de sistemas planetarios • Once Noticias
13	Finding order in planetary architectures Nature Astronomy
14	4 courses of planetary programs - JZQ News
15	A Framework For The Architecture Of Exoplanetary Systems. II. Nature Versus Nurture: Emergent Formation Pathways Of Architecture Classes - Astrobiology
16	Vier Klassen von Planetensystemen
17	Four classes of planetary systems EurekAlert!
18	Four Classes Of Planetary Systems - SpaceRef
19	Four classes of planetary systems
20	La Suisse découvre qu'il existe quatre types de systèmes solaires - Le Matin
21	Vier Klassen von Planetensystemen – Innovations Report
22	Four classes of planetary systems sciencenews.net.in
23	Four classes of planetary systems
24	Four classes of planetary systems
25	Four classes of planetary systems
26	Four classes of planetary systems
27	Vier Klassen von Planetensystemen identifiziert - Abfolge der Planeten um ihren Stern folgt bestimmten Gesetzmäßigkeiten - scinexx.de
28	Researchers Team Classify Four Classes Of Planetary Systems – India Education Latest Education News Global Educational News Recent Educational News
29	Sonnensystem ist eine Seltenheit - Schweizer Bauer
30	Unser Sonnensystem ist laut Schweizer Forschern eine Seltenheit
31	Unser Sonnensystem ist laut Schweizer Forschern eine Seltenheit kurier.at
32	Vier Klassen von Planetensystemen – OrionPortal
33	Unser Sonnensystem ist laut Schweizer Forschern eine Seltenheit
34	Unser Sonnensystem ist laut Schweizer Forschern eine Seltenheit
35	Unser Sonnensystem ist laut Schweizer Forschern eine Seltenheit - Schweiz - Liechtensteiner Volksblatt, die Tageszeitung für Liechtenstein
36	Vier Klassen von Planetensystemen myScience / news / Aktualitäten 2023
37	Quatre classes de systèmes planétaires myScience / actualités / actualités 2023
38	Quattro classi di sistemi planetari myScience / notizie / notizie 2023
39	Four classes of planetary systems myScience / news / news 2023
40	Cuántos sistemas planetarios hay
41	Four planetary system architectures discovered by researchers
42	Four planetary system architectures discovered by researchers
43	Quatre architectures de systèmes planétaires découvertes par des chercheurs - Nouvelles Du Monde
44	Framework for the architecture of exoplanetary systems - I. Four classes of planetary system architecture Astronomy & Astrophysics (A&A)
45	Framework for the architecture of exoplanetary systems - II. Nature versus nurture: Emergent formation pathways of architecture classes Astronomy & Astrophysics (A&A)
46	Se establecen cuatro tipos de sistemas solares, y el nuestro es de los más raros
47	Se establecen cuatro tipos de sistemas solares, y el nuestro es de los más raros
48	Se establecen cuatro tipos de sistemas solares, y el nuestro es de los más raros
49	Most sikerült meghatározni a bolygórendszerek négy osztályát, és a Naprendszer kifejezetten különleges - Blink
50	Astronomen identifizieren vier Klassen der Planetensystemarchitektur - Germanic Nachrichten
51	Four classes of planetary systems - ScienceDaily - TechNewsBoy.com

Reminder

- Contact us early → when submitting a paper
- When interacting with media → inform us



Newsletters

PlanetThe logo for Planet S, featuring the word "Planet" in a bold, sans-serif font, followed by a stylized "S" that incorporates a satellite dish or orbital path.

The logo for the Swiss National Science Foundation, consisting of a stylized network of nodes and lines.
**Swiss National
Science Foundation**

Observer

- 3 editions
- 1825 subscribers
- 3 languages

PlanetS

No. 24, March 2022



Dear Reader

As we seem to slowly emerge from all the restrictions associated with the COVID-19 pandemic, we are rediscovering not only our offices but also the coffee and the smiles on the faces of our colleagues. We are eager to dive again at full speed together with our colleagues into a busy but exciting research life.



A planet beyond the solar system
Researchers with participation from PlanetS have obtained a partial image of a planet that is further from our star system than some of the planets in our own solar system.



Two-year launch anniversary
After two years in orbit, the CHEOPS mission has exceeded expectations by becoming a major tool for astronomers and leading to the discovery of several new exoplanets.



How Switzerland contributes to the next-generation
ESA's next-generation mission CHEOPS will continue to play a key role in this field.



CHEOPS reveals a red dwarf
Due to strong tidal forces, the WASP-103b resembles a sphere. [More](#)

No. 25, June 2022



Dear Readers,

After two years of virtual meetings, the members of PlanetS met at their General Assembly in Grindelwald in late April. A three-day meeting with a record number of participants and a visit to the historic SPHINX astronomical observatory at the top of the Jungfrauoch made this meeting a very special event for all. [More](#)



General Assembly of PlanetS
PlanetS members gathered in Grindelwald for their annual meeting. They discussed other's research projects and overall enjoyed the event.



How the NCCR Planets contributes to the next-generation
PlanetS not only contributes to the next-generation of astronomical sciences. It also greatly contributes to our brochure illustrating the importance of the NCCR Planets.



The chaotic early phase of the solar system
Researchers led by Thomas Müller have reconstructed the early phase of the solar system more precisely than ever before.

No. 26, October 2022

[View this email in your browser](#)



Dear Reader

For more than 4 billion years, the Earth has been impacted by small asteroidal and cometary bodies. These objects are often thought of as debris from solar system formation and their effect on the Earth, the Moon and other planets has been significant. [More](#)



First insights from the DART mission impact
Last week, the DART space probe hit its target. PlanetS researchers that are part of the DART science team give preliminary insights. [More](#)



How global warming affects astronomical observations
A team of researchers led by PlanetS shows in a study how anthropogenic climate change now even affects our view of the cosmos. [More](#)



A thousand days of CHEOPS
After a thousand days in orbit, CHEOPS shows almost no signs of wear and could continue to reveal details of the most fascinating exoplanets for quite some time. [More](#)



Getting close to space at the Night of Research
The fourth Research Night took place at the University of Bern at the beginning of September. Members of PlanetS took visitors on a voyage of discovery into space. [More](#)

InsiderS

- Internal news
- 3 editions

ø 60%
opening rate

PlanetS

Internal Newsletter No.24, April 2022

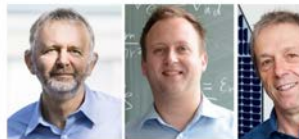


Dear NCCR PlanetS members and associates, It has been a while since the last issue of the newsletter happened in the mean time. This was evident at the General Assembly in two years, where many new faces joined. Note: You have to be logged into the website to



General Assembly in Grindelwald

Nearly 150 members, associates and advisory board members gathered for the first in-person General Assembly in two years, where they presented and listened to each other's research progress, caught up with or met colleagues in-person for the first time and overall enjoyed a very rewarding time. [More](#)



New PlanetS director and UBE Planetology

Following the retirement of Willy Benz, PlanetS steered through its final 4 year phase by executive board member Nick Thomas, who also heads the physics institute at the University of Bern. The position of Willy Benz as Professor of Planetary Science at the University of Bern will be taken over

Internal Newsletter No. 25, October 2022



International Astronautical Congress 2022

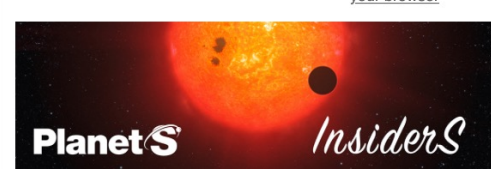
The annual IAC brings together 6,500 experts from the space industry and space research over five days to present the latest technical developments and research results. One of the topics at the Space Exchange Switzerland booth was the exploration of exoplanets. [More info](#)



Getting close to space at the Night of Research

The fourth Research Night took place at the University of Bern at the beginning of September. Members of PlanetS took visitors on a voyage of discovery into space. [More info](#)

Internal Newsletter No. 26, February 2023



"We need to normalise failure in academia"

The Academic Platform of the NCCR PlanetS organised a series of three workshops about well-being, stress management, and inclusive and welcoming behaviours. Find [here](#) a summary and the key take home messages.



#NCCRWomen second campaign

Aleksandra Sokolowska, Audrey Vorburger and Jeanne Davoult represented the NCCR PlanetS in the new #NCCRWomen campaign which started in November. Learn more about the campaign [here](#).

Two new PlanetS associated projects!

The NCCR PlanetS welcomed two new associated projects at the end of 2022, both in domain C: Habitability and the search for life. They are led by Paolo Sossi and Jonas

[View this email in your browser](#)

Editorial



Dear NCCR PlanetS members and associates,

At the beginning of December, we issued a call for proposals with one of the conditions being that "projects should have a longer (than the NCCR PlanetS lifetime) term perspective with development of new ideas/approaches having an advantage." The aim of this activity is to look beyond the NCCR PlanetS and try to identify new directions early enough to give Switzerland an advantage in an increasingly competitive field.

Missions such as CHEOPS are likely to be extended in March/April while JUICE will launch in April and PLATO is now proceeding with completion of its development. But what should be the objectives of the 2030s? Programmes such as PCS for the E-ELT and a possible Ice Giants

Exoplanet News

- Every month
- Papers, conferences, jobs and more
- Edited by E. Alei, D. Angerhausen, J. Davoult, T.-E. Riesen & H. Wang

Contents

1 Editorial	2
2 Abstracts of refereed papers	3
– JWST/NIRCam discovery of the first Y+Y brown dwarf binary: WISE J033605.05–014350.4 <i>Per Calissendorff et al.</i>	3
– Stirred but not shaken: a multi-wavelength view of HD 16743's debris disc <i>Marshall et al.</i>	5
– Thermal emission from the Earth-sized exoplanet TRAPPIST-1 b using JWST <i>Greene, Bell, Ducrot, Dyrek, Lagage, & Fortney</i>	7
– The clumpy structure of ϵ Eridani's debris disc revisited by ALMA <i>Booth et al.</i>	9
– High-Resolution Transmission Spectroscopy of the Terrestrial Exoplanet GJ 486b <i>Ridden-Harper et al.</i>	11
– High-resolution Emission Spectroscopy of the Ultrahot Jupiter KELT-9b: Little Variation in Day- and Nightside Emission Line Contrasts <i>Ridden-Harper et al.</i>	13
3 Jobs and Positions	15
– Postdoctoral position in JWST-MIRI exoplanet spectroscopy <i>Decin, Abitil</i>	15
– Assistant or Associate Professor in Exoplanets <i>University of Warwick</i>	16
4 Conferences and Workshops	17
– 3rd announcement: TOEIII - Planet-Star Connection <i>Porto, Portugal</i>	17
– The National Astronomy Meeting 2023 - Parallel session: Observational and theoretical studies of protoplanetary discs <i>Cardiff, UK</i>	18
5 Exoplanet Archives	19
– March 2023 Updates at the NASA Exoplanet Archive <i>The NASA Exoplanet Archive team</i>	19
6 Other	21
– 4th Announcement of Opportunity for the CHEOPS Guest Observers Programme <i>European Space Agency (ESA)</i>	21
7 As seen on astro-ph	23



Events

Over 150,000 visitors

Fantasy Basel

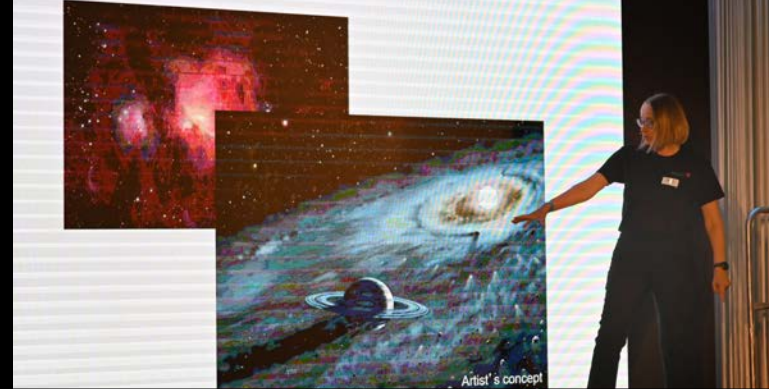
- 26-28 May
- Basel
- > 60,000 visitors
- 550 m²
- 5 partners





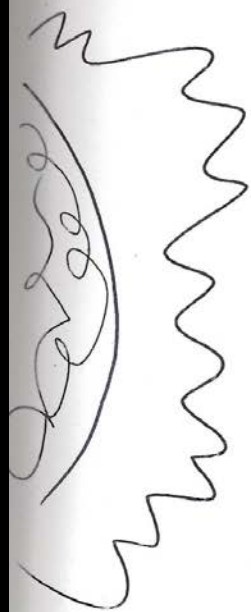








I came to Fantasy Basel for the Sci-Fi and anime, but my family and I found much more with the Space pavilion. We engaged and interacted with some amazing people, and were left inspired and educated. Special thanks to Asclepius II, Planet 5, Aris, Dark Sky, and Swiss Space Museum. I can't wait to come back next year. You guys rock!



very cool tail

♡ EXOplanets rules !!

Thank you for telling me more about it ♡ ♡ ♡

Gyda

250th Anniversary Observatoire de Genève

- Open Days 18-19 June 2022
- Geneva
- 3,000 visitors



IAUB/Uraniae double jubilee

- 25-26 November 2022
- Bern



Nuit de la Science

- 9-10 July 2022
- Geneva
- ~30,000 visitors



Nacht der Forschung

- 10 September 2022
- Bern
- 10,000 visitors

Nacht der For- schung

10. SEPTEMBER 2022

16–24 UHR

WISSENSCHAFT

ERLEBEN







Exoplanètes – Art, Science & Fiction

- 20 January – 30 April 2023
- Versoix



Exoplanètes – Art, Science & Fiction



JWST model inauguration

- 12 March 2023
- Treffpunkt Science City Zurich
- 1:4 model
- >1,500 hours of work



Salon du livre

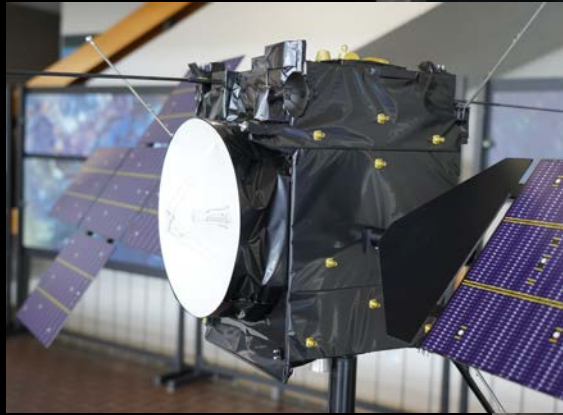
- 22 -26 March 2023
- Geneva
- 60,000 visitors
- 30 school classes





Juice launch

- 13 April 2023
- Bern
- 200+ participants



Targeted activities

International Astronautical Congress IAC

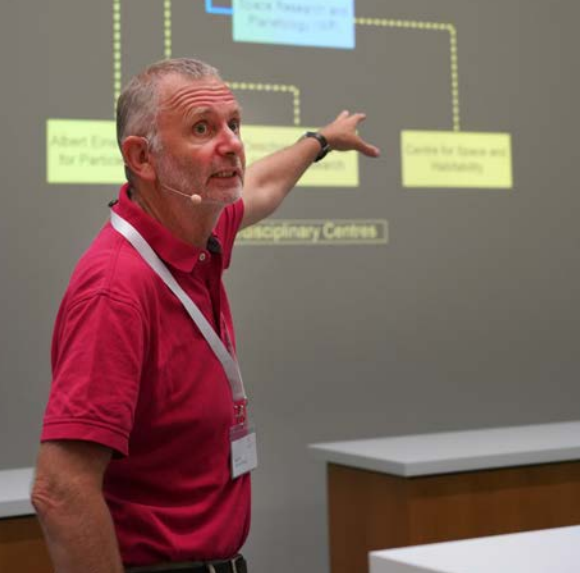
- 18-22 September
- Paris
- Swiss Booth (SXS)



Visit of 30 members Parliamentary Services

- including Ambassador Claudio Fischer
- 16 August 2022





Japan Club Bern

- 6 November 2022
- Bern
- Public lecture in Japanese



US Ambassador visit

- 23 March 2023
- Bern



Schools

- We reached >650 kids
- 30+ classes
- 4000 uni students

Nationaler Zukunftstag
10 November 2022

Camp Discovery on Tour
23 November 2022



12 000 book I
copies distributed
400 teachers
500 classes

Physics Olympiad
6-7 December 2022



400 teachers

6000 observation requests

PlanetS

Elargies tes horizons



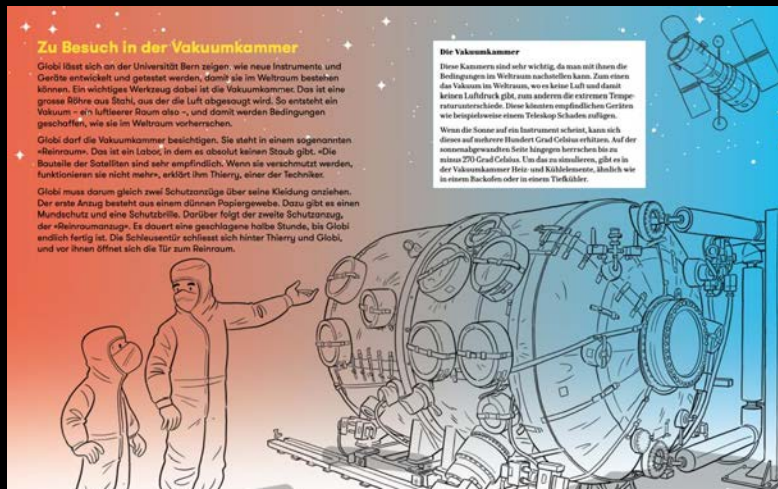
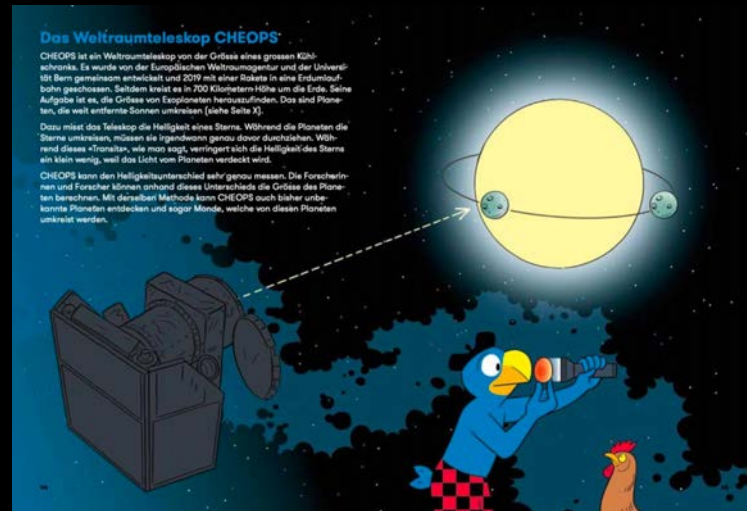
Swiss National
Science Foundation

Globi

- Launching summer 2023
- Involved in creating the content



Planet S



A view of Earth from space, showing the curvature of the planet and the bright sun in the background.

Upcoming

PlanetThe logo for Planet S, featuring a stylized 'S' with a satellite dish-like shape integrated into it.



Swiss National
Science Foundation

Space community days

- 25-26 April 2023
- BernExpo



Fantasy Basel

- 18-20 May 2023
- Basel



FANTASY
BASEL
THE SWISS COMIC CON

18 – 20 MAY 2023

STARS, SHOWS, ARTISTS, ACTION!

The festival for movie, game, cosplay
& comic fans.

Messe Basel

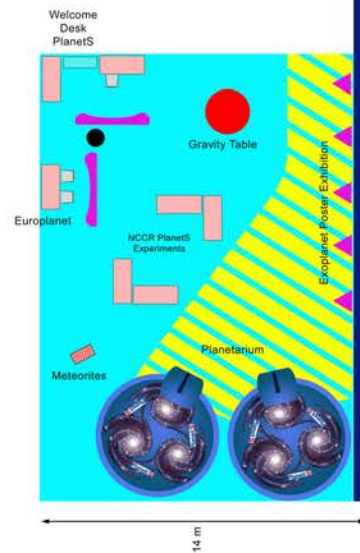
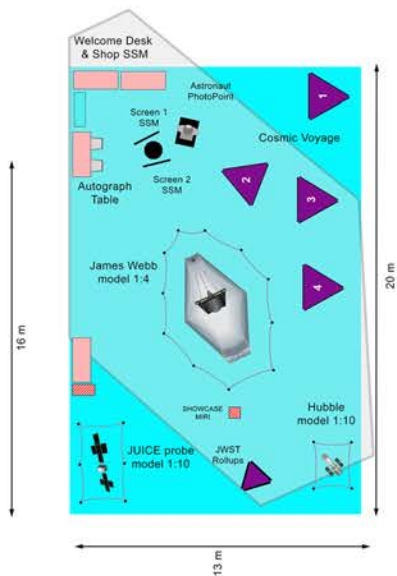
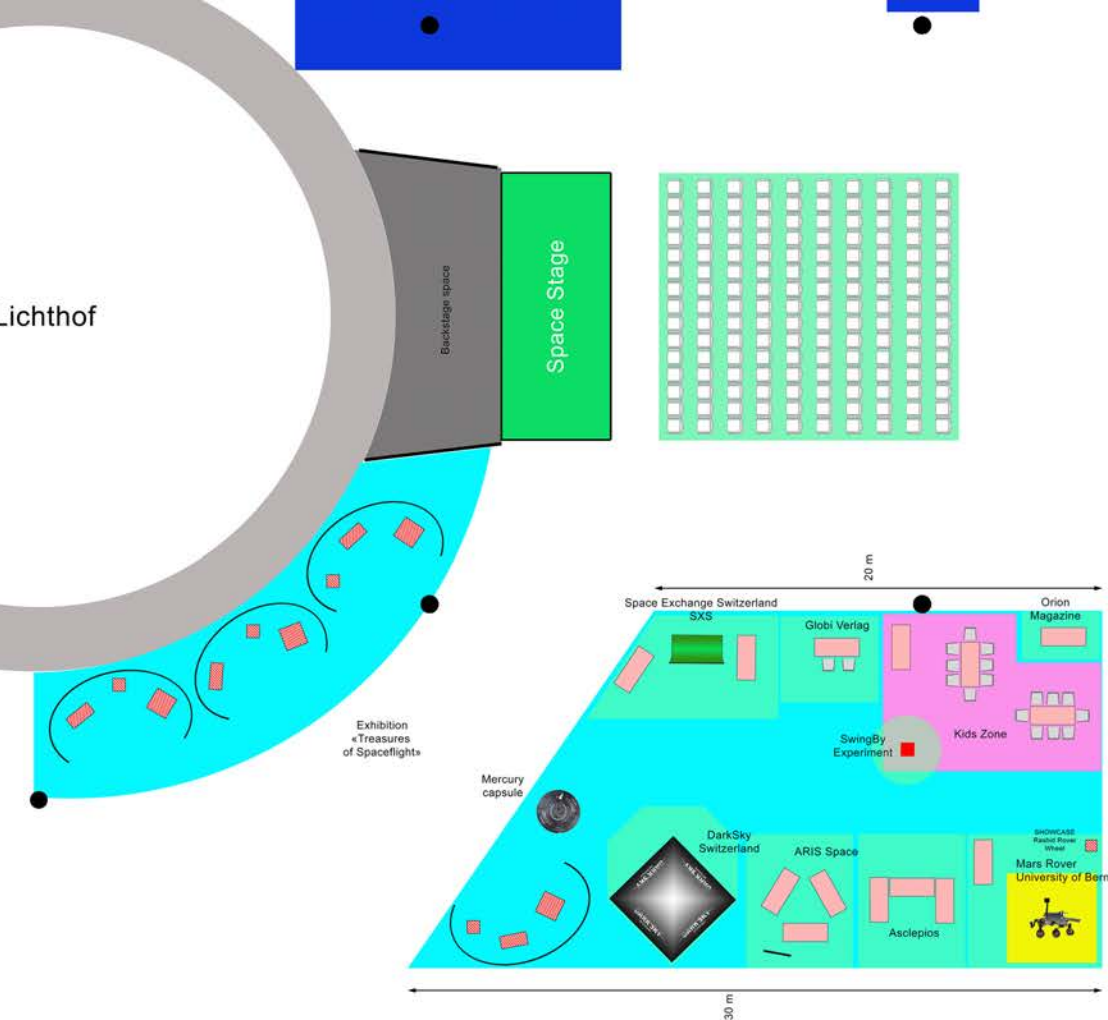
Volunteers needed!

PlanetS



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Lichthof



French public lectures @UniBe

- 8 June 2023 – Le Petit Prince, l'astronaute et les exoplanètes – regards croisés
- Fall 2023 - Lecture co-organised with the French Embassy



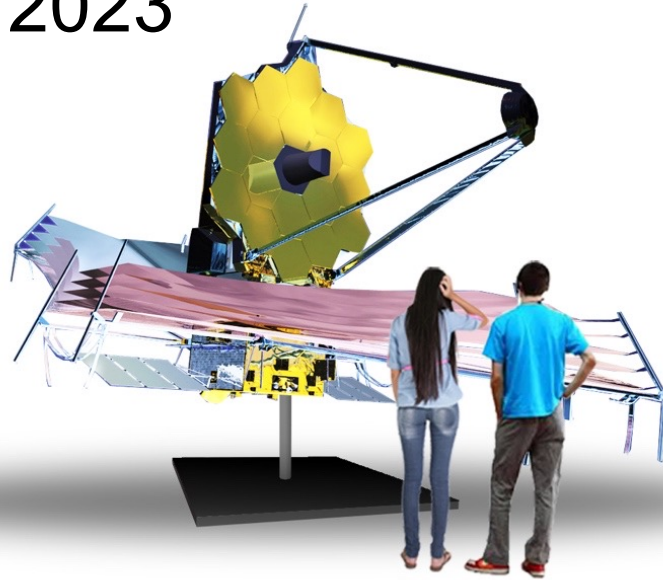
Geneva Open Days

- 17-18 June 2023
- Geneva
- Closing the 250th anniversary



Scientifica 2023 – What holds the world together?

- 1-3 September 2023
- Zurich



Space Eye – Observatory for Space & Environment

- 14-17 September 2023
- Uecht (near Bern)









GA Activities

PlanetS



Swiss National
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Planetarium Training



Update your portrait picture

- We have a photo booth in the lobby



PlanetS group picture

- Today 15:00 hrs



Thank you

Planet **S**

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UNIVERSITÄT
BERN

UNIVERSITÉ
DE GENÈVE

Universität
Zürich

ETH zürich

Swiss National
Science Foundation

