

INTERNATIONAL YEAR OF ASTRONOMY 2009 PROJECT PROPOSAL

Astronomy Hockey Cards

Getting people to actually put their eye to the eyepiece, will be central to the activities during the International Year of Astronomy and will comprise a very large fraction of the anticipated “Galileo Moments”. To support and build excitement around the public observing opportunities in 2009, we are proposing an astronomy “hockey card” program.

PROJECT SUMMARY

We propose to produce a series of six cards, each featuring an astronomical object that will be most often observed during public events: The Moon, Jupiter, Saturn, The Andromeda Galaxy, M13, and The Sun. These cards will be very high quality and printed in full colour and be about the size of a typical hockey card. They will feature a picture, as well as some interesting facts about the object. The cards will also include other information such as the URL where people can find a list of other IYA events. As such these cards will be educational and informational.

TARGET AUDIENCE AND REACH

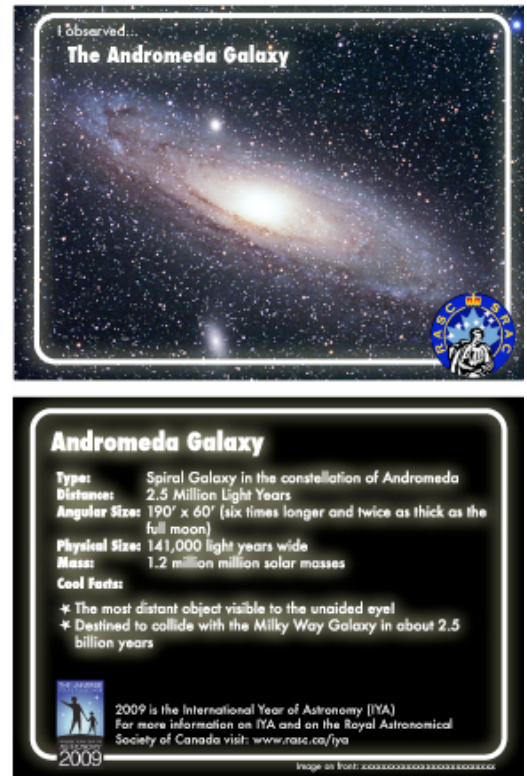
This project is targeted towards public observing events and as such is not limited to any particular demographic. There is the potential to reach tens or even hundreds of thousands of people with this project.

At least 1000 of each of the cards will be provided by National to each centre for distribution during public observing events. When someone observes one of the objects through a telescope they will be given one of the cards.

HOW THE PROJECT RELATES TO IYA2009 AND THE SOCIETY’S MANDATE

These cards will provide several important functions that will benefit both the Society and the IYA effort and generally promote astronomy:

- serve as high quality, visually engaging advertising for IYA and the Society including a web address
- provide educational content in the form of information and facts about each object
- serve as a keepsake for participants of events during IYA
- provide incentive for people to attend multiple events as a means of collecting the full set of cards
- serve as a means for tracking the reach of our public observing events; this project could be expanded or extended to serve as the primary tracking method for IYA



Prototype design for the proposed “hockey cards”

PROJECT SCHEDULE

PROPOSED DATE	ACTIVITY
May 2008	Solicit comments on preliminary design
June 2008	Complete drafts of all cards
July/August 2008	Finalize design
September 2008	Submit designs for printing
October 2008	Mail cards to centres

BUDGET

ITEM	SPECIFICATIONS	COST
French Translation	\$0.22 per word x ~75 words per card x 6 designs	\$99.00 + taxes
Printing	30,000 cards printed 2.8" x 3.6" printed full color 2-sides, bleeds, 12 pt Cornwall C2S, trim, box, skid x each of 6 designs (180, 000 cards total)	\$3280.00 + taxes
Shipping	1024 cards per design per centre; total 6144 cards per centre, 26 lbs in 1 box (12"x18"x12") 1 boxes per centre x 29 centres @ 26 lbs per box, \$36 via FedEx (including pick up at the printers)	\$1044.00 + taxes
TOTAL		\$4423.00 + taxes

VOLUNTEER TIME REQUIRED

TASK	TIME REQUIRED	VOLUNTEER IDENTIFIED
Initial design	20 hours	Jennifer West
Comments	6 hours	Education committee, RASC National Council members
Final design	5 hours	Jennifer West
Distribute at public events		Various RASC volunteers

