

Space Weather Week

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Boulder, Colorado
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Growing the Space Weather Enterprise

“We are one big solar storm from being a primary mission”

(It's likely to be a long wait)

- Challenges and Opportunities
 - From an “outsider”

Challenges to Growth

- This “Week” demonstrates the quality of the work
But, good science isn't good 'sales'
- Short memories (What blackout? Last winter?)
- “Geek” problems (Galaxy 15, again, etc.)
- Sky is Falling
 - GPS is unreliable – do you use it in your car?
 - Polar air routes are unsafe – do you fly there?
 - The “big one” is coming – and NYC will be hit?

To Grow #1: Follow the money

- What areas are likely to see increased funding?
 - NASA has been re-invented, overall budget up
 - “More humans for longer times in space”
 - STEM-related education
 - New NOAA focus: Climate

These areas, and others, won't come looking!

- Can SpWx find a win-win with them? Get a bigger piece of the pie?
- (Hint: not with conventional thinking)

To Grow #2: Get kids interested

“Kids like dinosaurs and space, and we’re running short of dinosaurs” Neil deGrasse Tyson

- Keep it simple, make it fun
- Kids hear/learn about the sun and solar flares and sunspots – help teachers take the next step to “so what?”
- Don’t make it scary
- Get visible: NASA360, Discovery Now, Bill Nye
- Sell DSCOVOR – to kids - and their parents
 - Great teaching aide (and great science, ops, too)
 - Get the public to pressure for an earlier launch

Bottom Line

- Space Weather, by itself, is a “difficult sell”
- Become a part of something more visible
 - “New NASA”
 - “New NOAA”
 - STEM Education
- Find, train, recruit experts who will also “sell”
 - Examples of good science and good sales:
 - Hubble, Spirit and Opportunity, ...SDO???