



ASTRONOMY FOR EQUITY

PRESENTS

BIG IMPACT

ASTRONOMY PODCAST

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THROUGH THE TELESCOPE

# A Video Podcast About Heroes Using Space for the People of Earth

Join us on an adventure through the telescope to the stars and back. We'll visit people around the world who are having a big impact on the lives of people who share their place on Earth. Whatever our cultural differences, we share the same sky. We are all fellow passengers traveling through the galaxy on Spaceship Earth.

Airing weekly beginning September 2024







## ASTRONOMY: A UNIVERSALLY ACCESSIBLE RESOURCE

Astronomy is the most accessible and the most universal of all the sciences. We all share the same sky, and reverence for that sky has been a part of every culture throughout human history. Astronomy is also the only science with enthusiasts in every country sharing their passion with others.

But there's much more to astronomy outreach than sidewalk astronomy. In schools and universities, refugee camps, children's hospitals, and more, astronomy is used to improve lives, communities, and society.





# SOME OF OUR HEROES



## Susan Murabana and Chu Owen

@thetravellingtelescope

Susan and Chu founded the Traveling Telescope that brings science to communities and public spaces across Kenya. They also built the country's first permanent planetarium from a native resource - bamboo.



## Mirjana Povic

Mirjana is a professional astronomer born and raised in Serbia during the Balkan Wars. Now in Africa, she works on many projects, inspiring students, especially women and girls and with a special focusing on countries in crisis.



## Yumna Majeed

@explorationbyyumna

Yumna is devoted to astronomy education in Pakistan. She inspires girls in cities and isolated rural regions to reach for the stars. Lacking support, she volunteers her time and covers her own expenses to follow her passion.



## Jean-Pierre Grootaerd

@kijkerbouwvsrug

Jean-Pierre founded Stars Shine for Everyone that builds mounts for donated telescopes for education in developing countries. Partnering with the International Astronomical Union, Jean-Pierre's group has gifted telescopes that inspire students around the world.



# PASSIONATE ASTRONOMERS MAKING A DIFFERENCE

Big Impact Astronomy, a new and unique video podcast, shares the work of thousands of enthusiasts worldwide using astronomy to make a difference in their communities.

Working in anonymity and usually without support, they rely on their passion for the cosmos and determination to have an impact on their communities.



## Audience

- Astronomy and Space
- Adventure Travel
- Social Impact and Humanitarian Efforts
- Cultural Diversity
- Formal and Informal Education
- Environment and Nature

## Topics

- Introducing STEM in developing countries
- Encouraging girls to consider STEM careers
- Providing relief, inspiration, and hope for young people in countries in crisis
- Bringing science to refugees and other marginalized communities
- And much more





# BRINGING THE STARS DOWN TO EARTH

Where there are no labs in schools, there is the astronomy lab overhead. Where there is no culture of science, traditional lore connects people with the stars. For people who are blind, tactile models bring understanding of their place in the Universe. Every trip to a rural village is an adventure.

Big Impact Astronomy is the first program to tell the stories of these unsung heroes of astronomy who bring the extraordinary down to Earth for inspiration, education, development, mental health, and peacebuilding. Each episode is an adventure to an unfamiliar corner of the world.





# Big Impact Astronomy Host



## One World Under the Stars

Several destinations will also be selected for small in-person people-to-people tours. Led by Big Impact host Mike Simmons, visitors will meet these extraordinary people and those who are impacted by them, with cameras following along to share the experiences and insights with viewers. This online program will include interviews with participants sharing their feelings and impressions on-site in real time.

## Connecting the World through the Stars

Mike Simmons, host of Big Impact Astronomy: Through the Telescope, has a 50-year history of leading astronomy organizations and projects. His worldwide reputation for creating global programs and his worldwide network ensure rapid growth in awareness through dozens of organizations as well as publicity in astronomy and space media. Bio: [astro4equity.org/team/mike-simmons](https://astro4equity.org/team/mike-simmons)

For more about Big Impact Astronomy Podcast





# First Year Sponsorship Opportunity

August 2024 Only for IAU General Assembly

Align with Astronomy for Equity's mission of social impact through astronomy



## Price

Sponsor twelve episodes for \$500 total with an option to renew at the same price for up to one year.



## Options

- Intro, Mid-roll, Post-roll ads
- Ads presented live by host
- Social, banner, links, etc.
- Customized packages



## Contact

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