Green Bank Observatory Communications

Jill Malusky, Public Relations Specialist

NSF

AUI

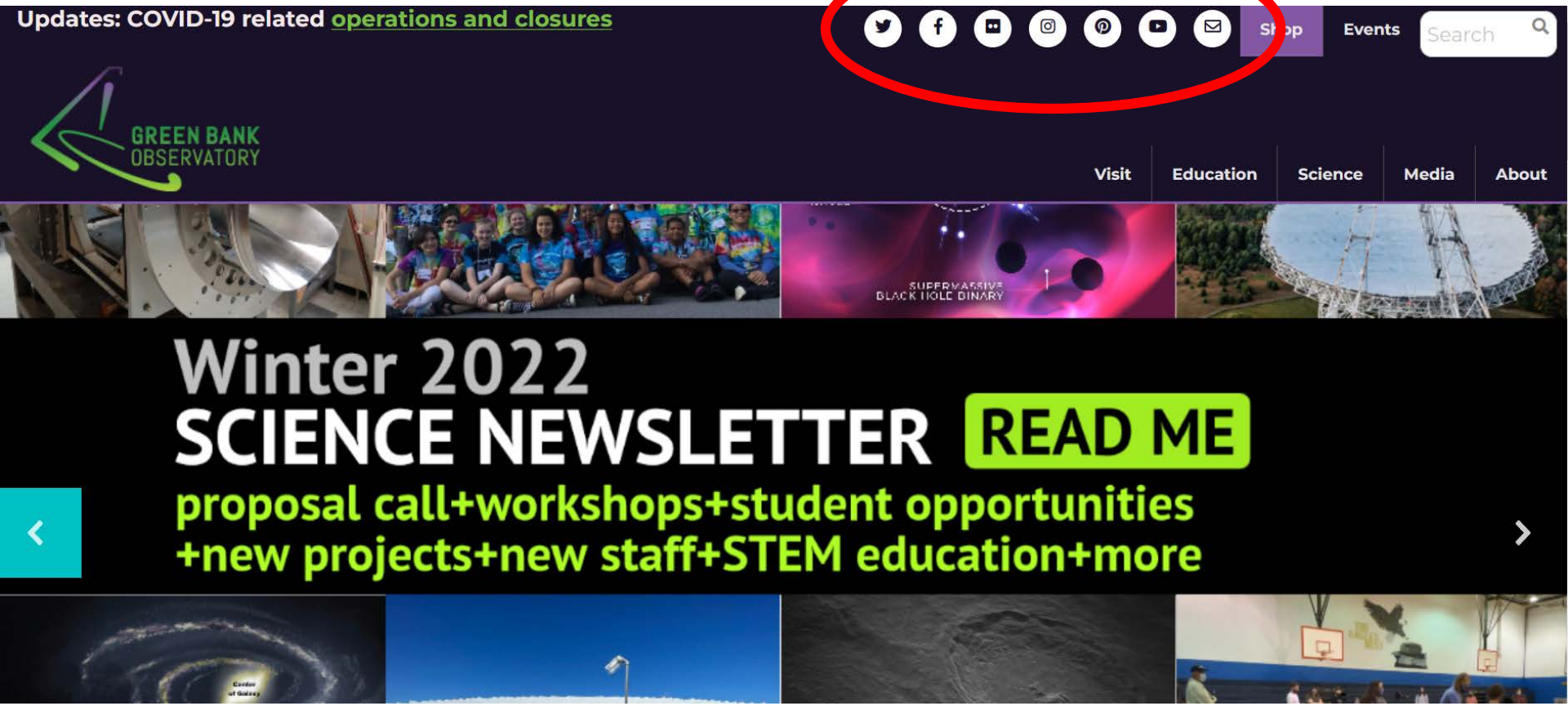
GREEN BANK OBSERVATORY

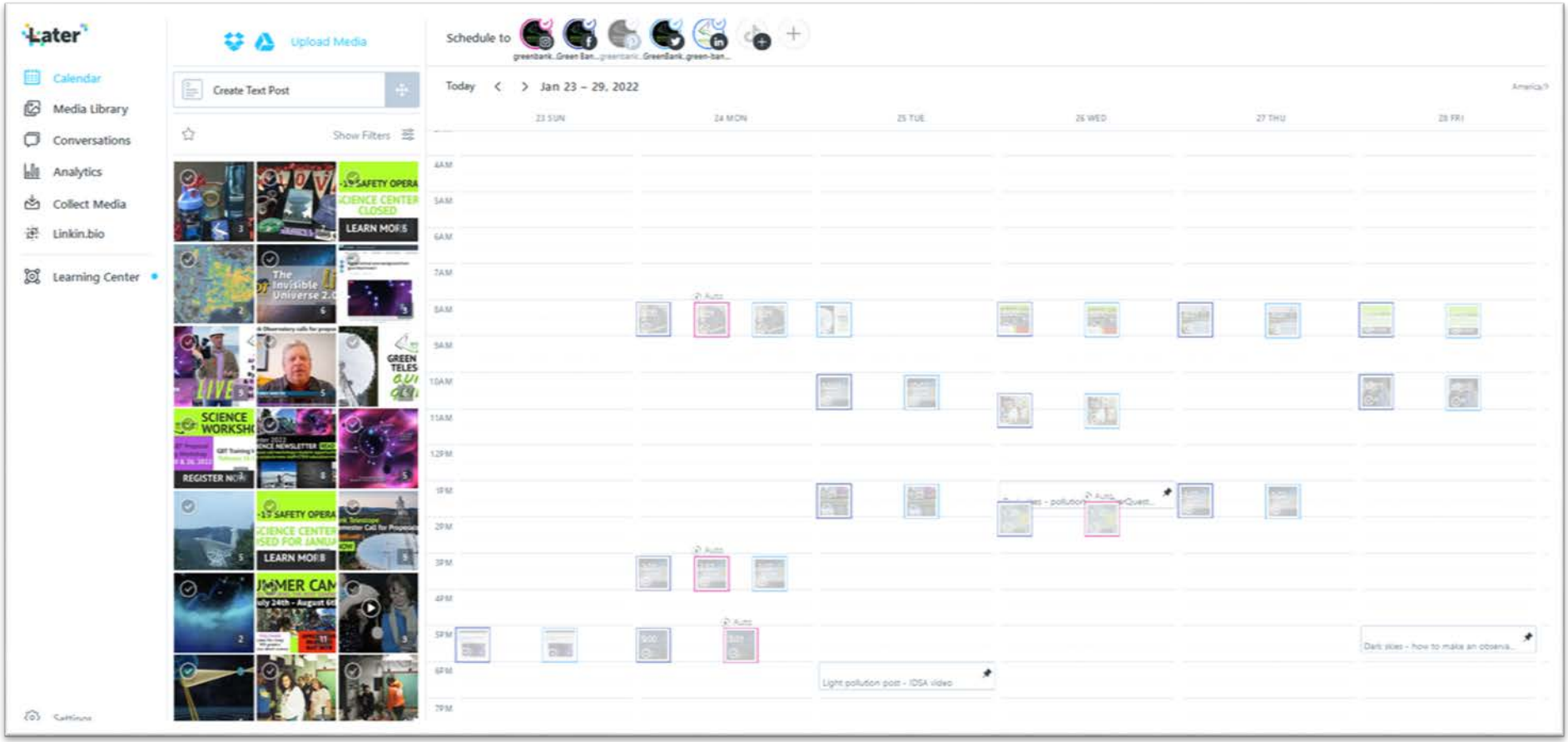
GBO Communications

Resources & how stuff works

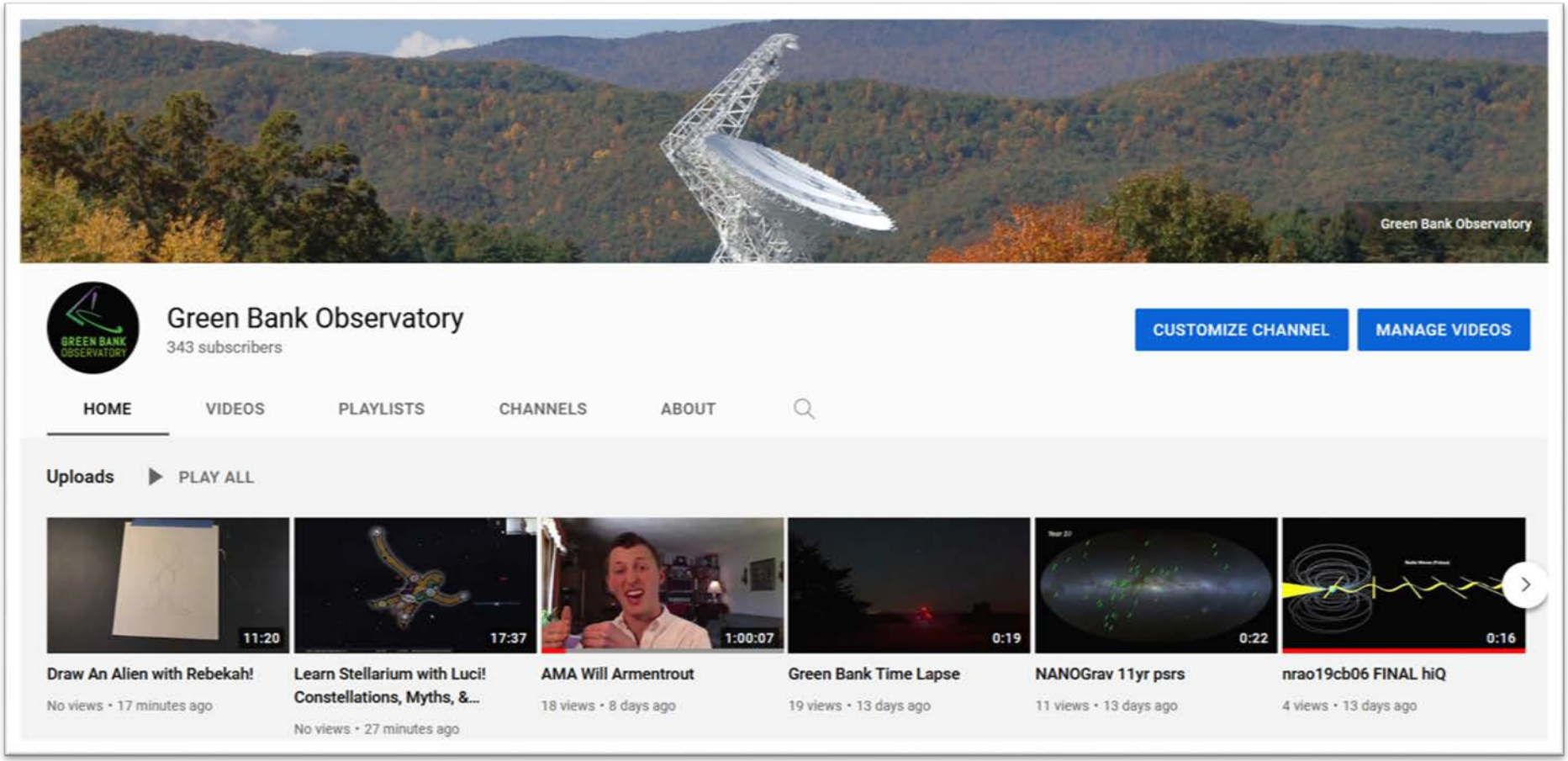
- Platforms
  - Web & Social
- Content
  - Virtual, Graphic, Photo & Video resources
- Press Releases
- Media/Press Requests
- Tracking & Analytics

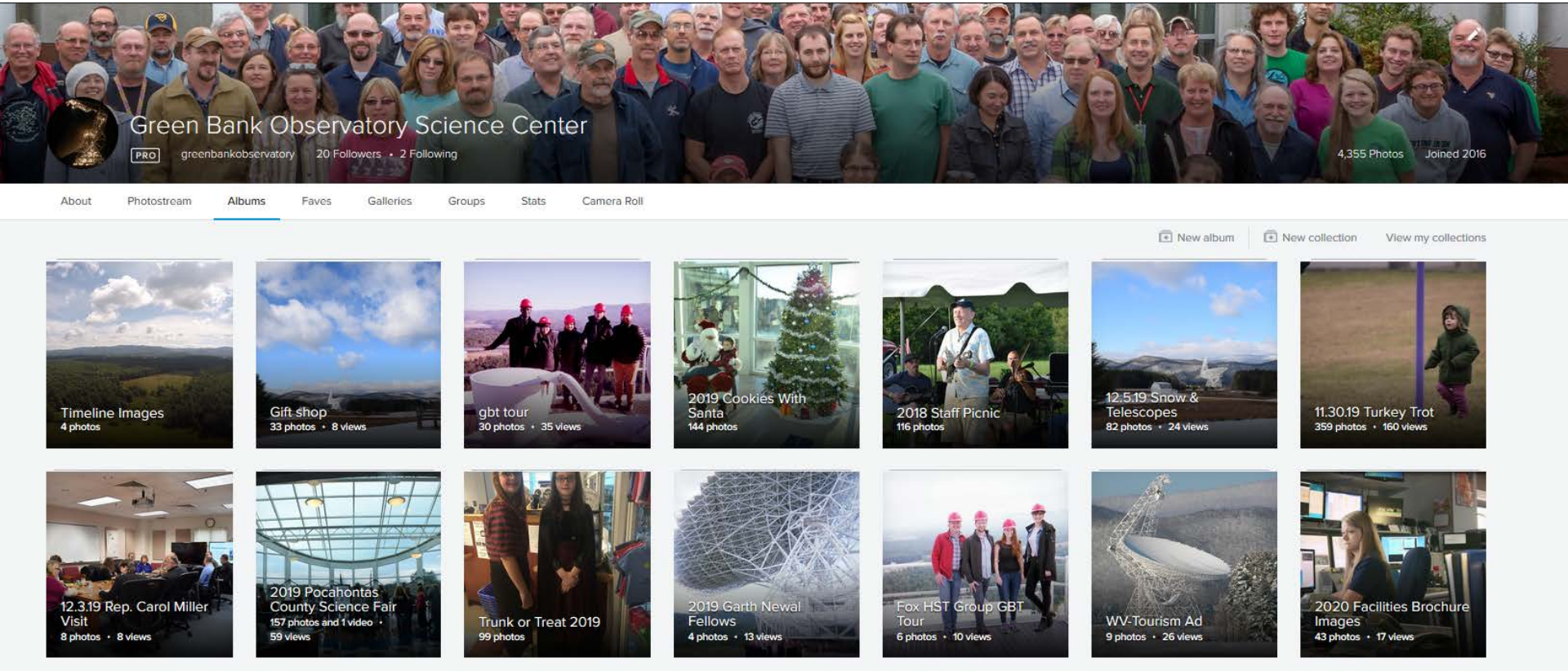
greenbankobservatory.org



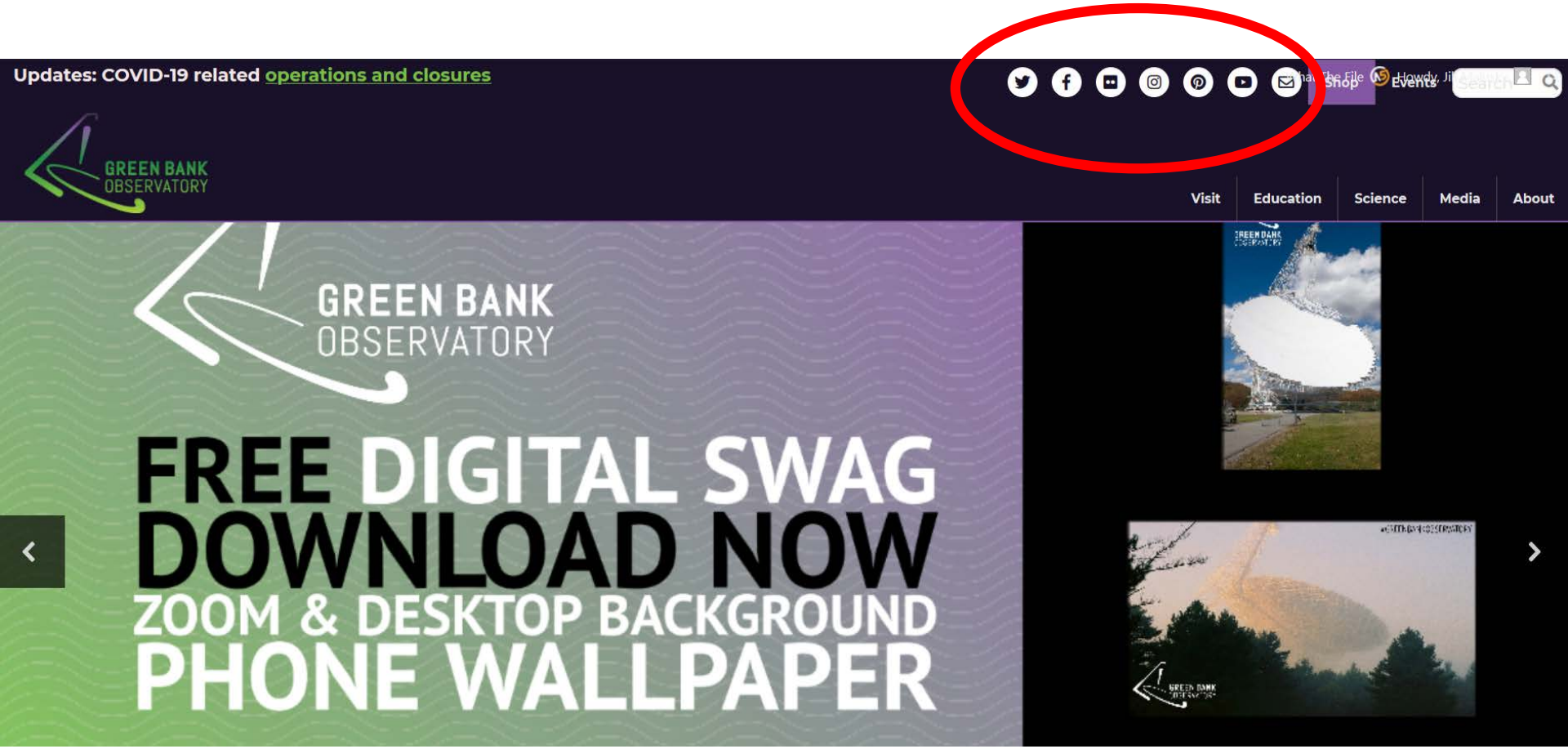

Later
Calendar
Media Library
Conversations
Analytics
Collect Media
Linkin.bio
Learning Center
Upload Media
Create Text Post
Show Filters
Schedule to
Today
Jan 23 – 29, 2022
23 SUN
24 MON
25 TUE
26 WED
27 THU
28 FRI
Light pollution post - IDSA video

YouTube


Green Bank Observatory
Green Bank Observatory
343 subscribers
CUSTOMIZE CHANNEL
MANAGE VIDEOS
HOME
VIDEOS
PLAYLISTS
CHANNELS
ABOUT
Uploads
PLAY ALL
11:20
Draw An Alien with Rebekah!
No views • 17 minutes ago
17:37
Learn Stellarium with Luci! Constellations, Myths, &...
No views • 27 minutes ago
1:00:07
AMA Will Armentrout
18 views • 8 days ago
0:19
Green Bank Time Lapse
19 views • 13 days ago
0:22
NANOGrav 11yr psrs
11 views • 13 days ago
0:16
nrao19cb06 FINAL hiQ
4 views • 13 days ago


Green Bank Observatory Science Center
PRO
greenbankobservatory
20 Followers • 2 Following
4,355 Photos
Joined 2016
About
Photostream
Albums
Faves
Galleries
Groups
Stats
Camera Roll
New album
New collection
View my collections
Timeline Images
4 photos
Gift shop
33 photos • 8 views
gbt tour
30 photos • 35 views
2019 Cookies With Santa
144 photos
2018 Staff Picnic
116 photos
12.5.19 Snow & Telescopes
82 photos • 24 views
11.30.19 Turkey Trot
359 photos • 160 views
12.3.19 Rep. Carol Miller Visit
8 photos • 8 views
2019 Pocahontas County Science Fair
157 photos and 1 video • 59 views
Trunk or Treat 2019
99 photos
2019 Garth Newal Fellows
4 photos • 13 views
Fox HST Group GBT Tour
6 photos • 10 views
WV-Tourism Ad
9 photos • 26 views
2020 Facilities Brochure Images
43 photos • 17 views

greenbankobservatory.org



Updates: COVID-19 related operations and closures

Shop Events Search

GREEN BANK OBSERVATORY

Visit Education Science Media About

Home | Media | The Green Bank Observatory Brand and Logo

The Green Bank Observatory Brand and Logo

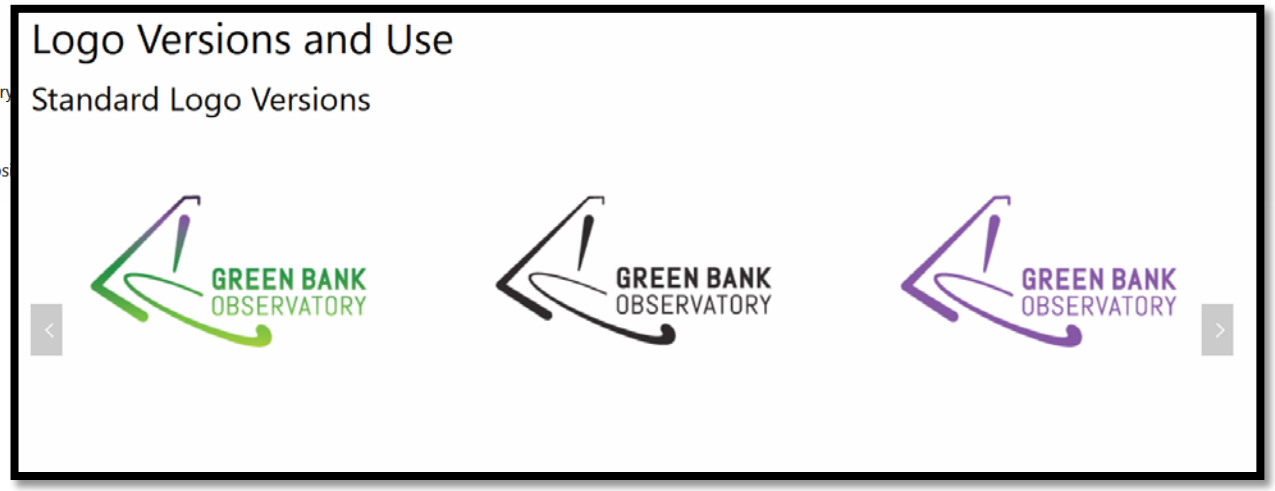
Home » Media » Brand and Logo

The brand of the Green Bank Observatory what sets us apart in the world of radio astronomy – it is what is presented to scientists, advocates, partners, and radio astronomy enthusiasts around the world. It is more than just the logo used to represent the Observatory, it is a recognition of history, education, and excellence in scientific research and discovery. Whenever the Green Bank Observatory name appears in public, the brand is at work, therefore it is critical that the brand is protected.

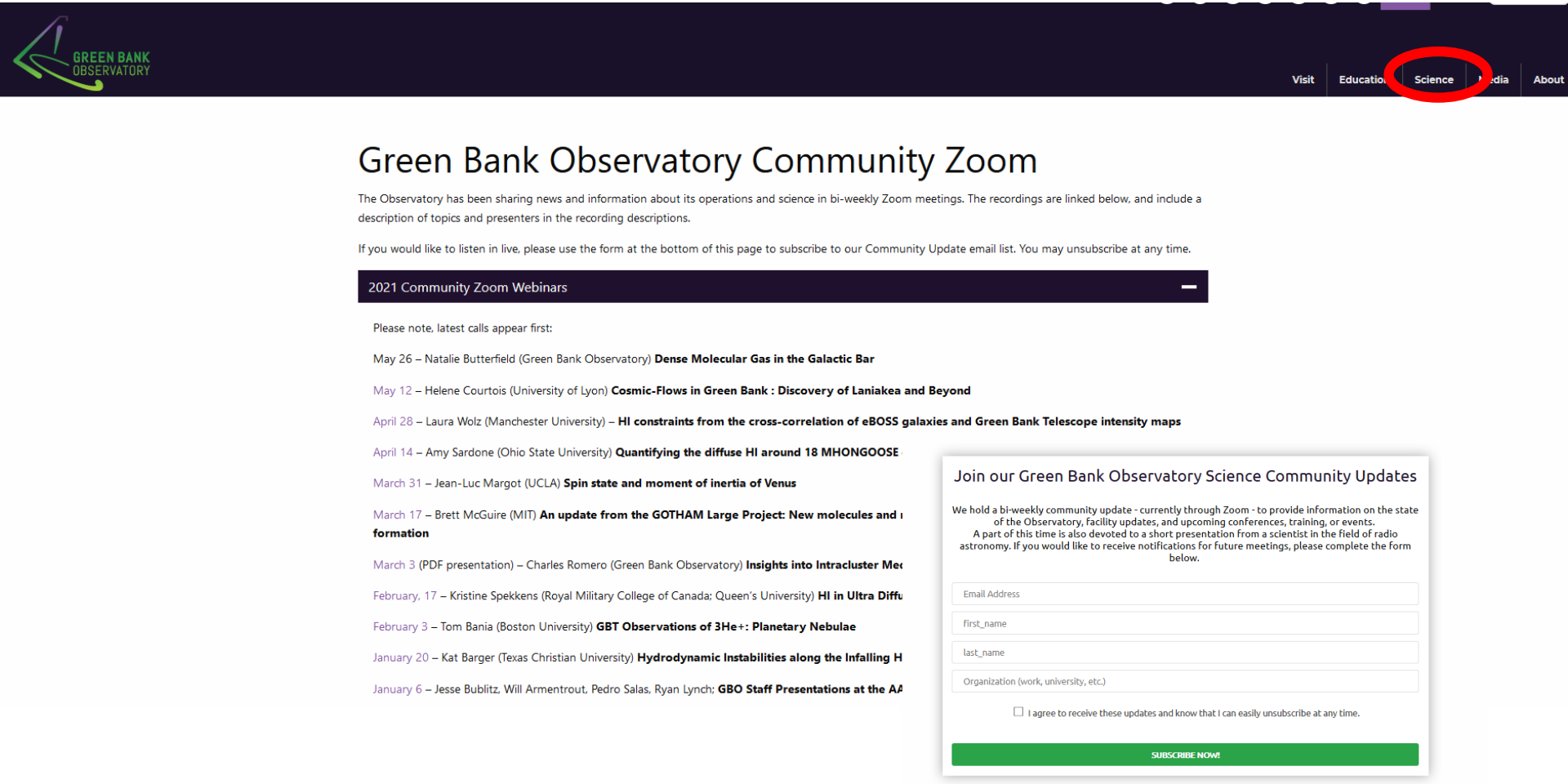
Logo

One of the key elements of the Green Bank Observatory
mission and vision of the Observatory.

The logo can be used as a link to the Observatory webs



GBO Community Zooms



About the Green Bank Observatory

Home » About

Mission Statement

Green Bank Observatory enables leading edge research at radio wavelengths by offering telescope, facility and advanced instrumentation access to the astronomy community as well as to other basic and applied research communities. With radio astronomy as its foundation, the Green Bank Observatory is a world leader in advancing research, innovation, and education.

Our Facility

The first trailblazers of American radio astronomy called Green Bank Observatory home over 60 years ago. Today, their legacy is alive and well. Nestled in the mountain ranges and farmland of West Virginia, within the National Quiet Zone, radio astronomers are listening to the remote whispers of the universe, in order to discover answers to our most astounding astronomical questions.

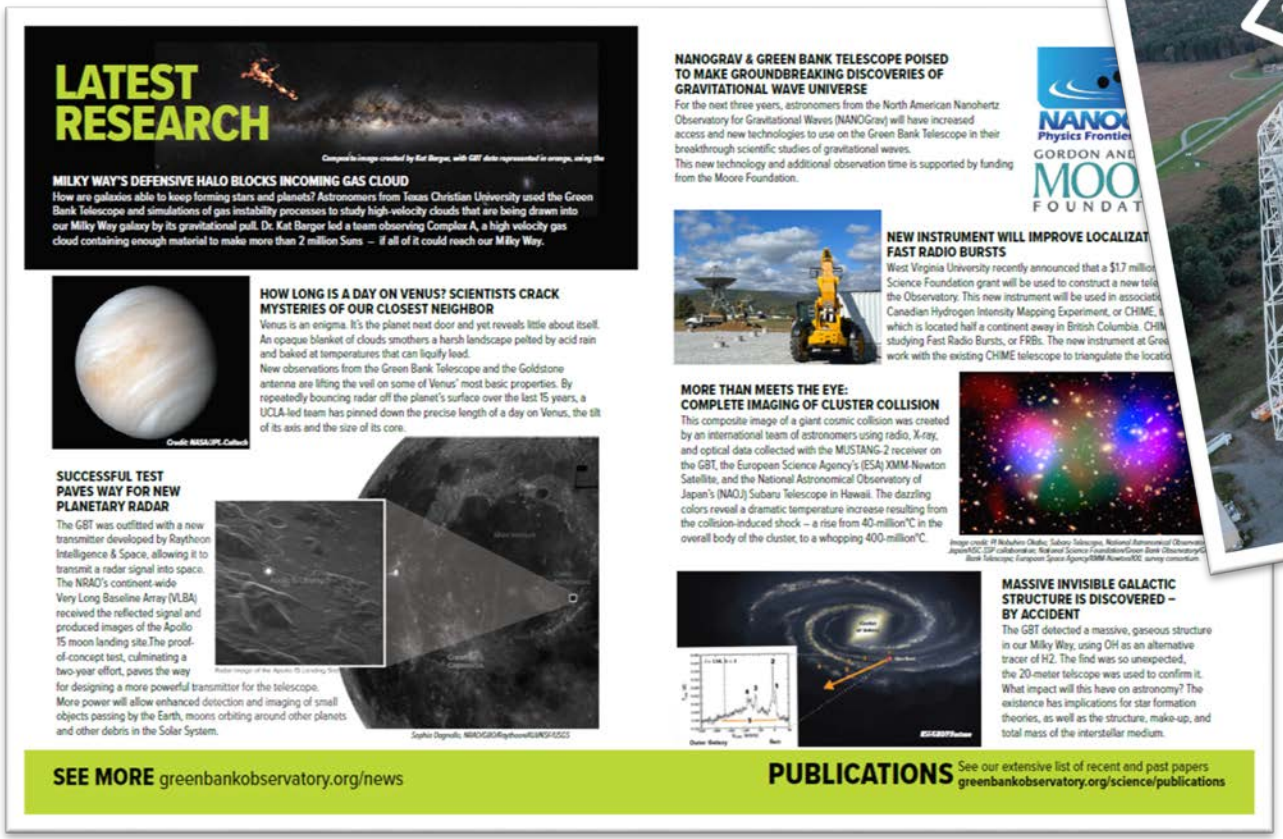
Download a PDF of our 2022 Green Bank Observatory booklet.

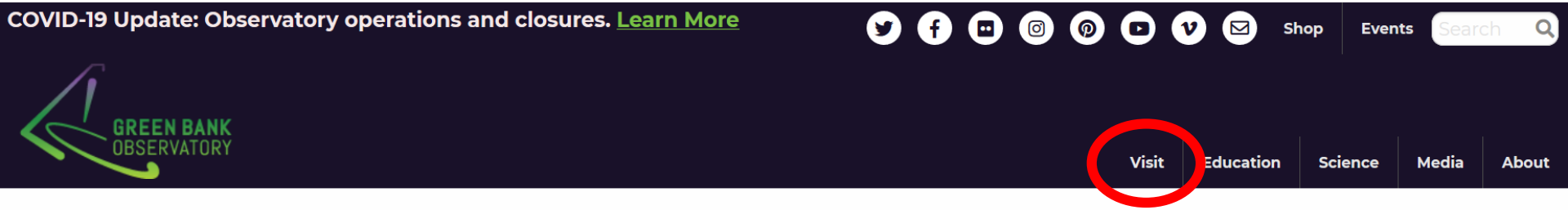
Specifically, the Green Bank Observatory:

- provides state-of-the-art telescopes, instrumentation and expertise
- trains the next generation of scientists, engineers, and technicians;
- promotes science, technology and engineering to foster a more scientifically literate society;

Green Bank Observatory booklet

- Annual publication
- Distributed to scientific community, education, business, etc.





Visit

In response to the health concerns posed by COVID-19, the Green Bank Observatory Science Center is closed and several public programs and events are postponed.

Programs and events affected have been remov[illegible] Events calendar and notifications have been added to specific program and event web pages.

Take a self guided walking tour of the sit[illegible]. Download a map here.

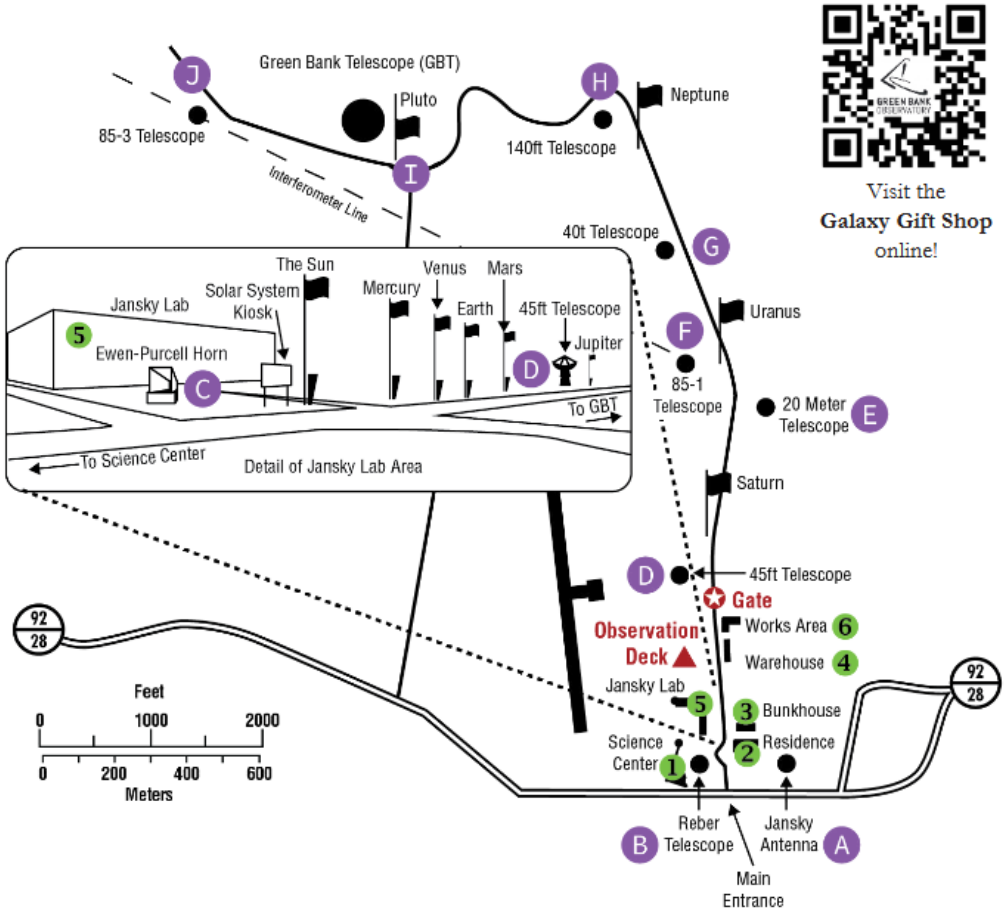
GREEN BANK OBSERVATORY

SELF-GUIDED WALKING TOUR & SITE MAP

The Self-guided walking tour may be taken anytime before dark. Visitors are welcome to walk their dogs or ride bicycles around the grounds. We request that once you pass the gate, shown in **red** with a star (✪), be certain that all electronics not vital to your health are completely turned off.

Telescopes - both active and inactive - are marked in purple letters. Points of interest are marked in green numbers. The best location to take pictures of the Green Bank Telescope is our Observation Deck, indicated by a triangle (▲), near the parking lot behind the Jansky Lab (❺).

A scale model of the solar system begins with the Sun in front of theJansky Lab (❺) and ends 1.5 miles away at Pluto, next to the Green Bank Telescope (I). This Scale model is 1 foot to 3 billion feet. The kiosk at the Sun flag provides more information.



Visit the **Galaxy Gift Shop** online!

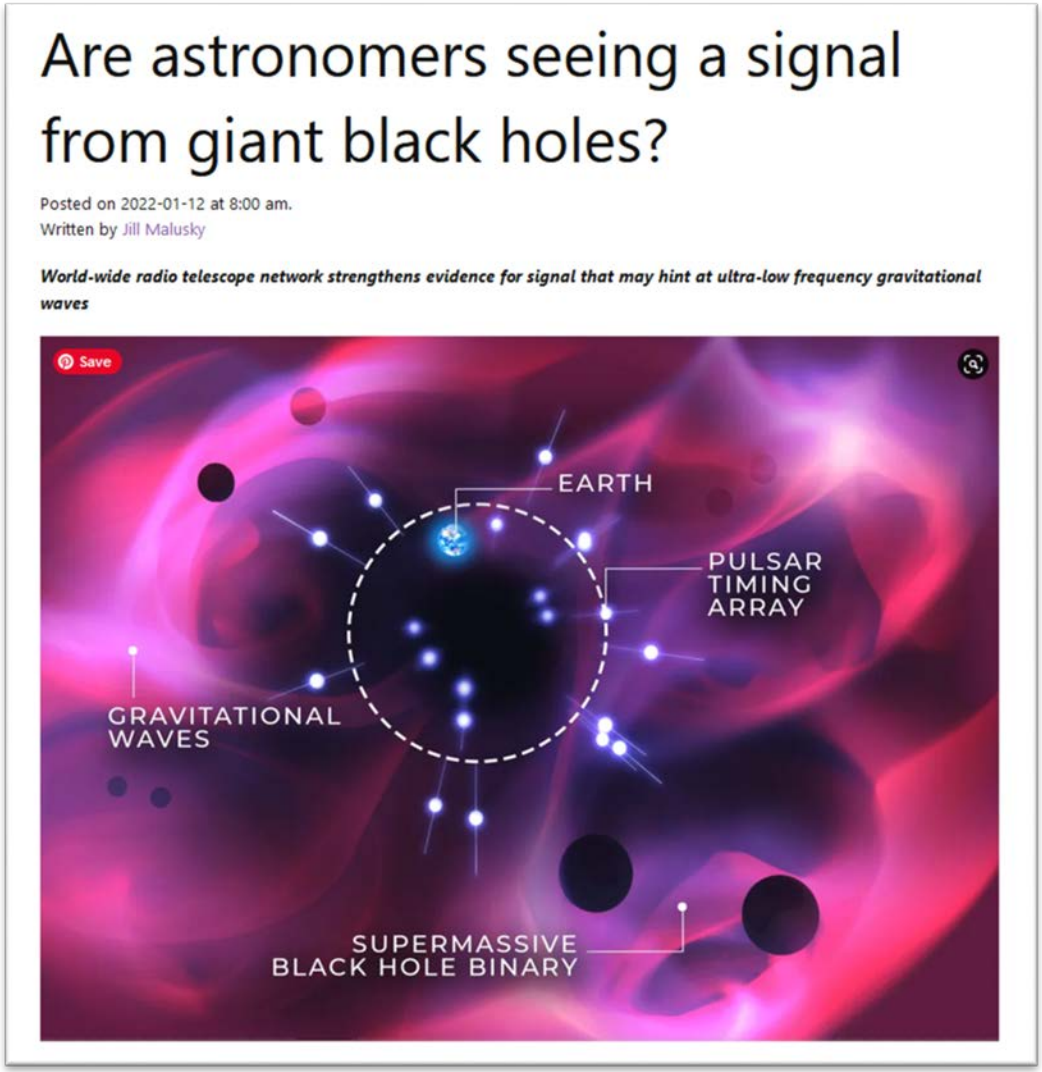
The Green Bank Science Center (❶) is open year-round and serves over 45,000 visitors a year. The 25,000 square foot facility contains the Catching the Wave Exhibit Hall, a 150-seat auditorium, classrooms, a gift shop, and a full menu at the Starlight Café.

Green Bank has two short-term housing buildings. The Residence Hall (❷) is used for visiting scientists, while the Bunk House (❸) is often used for students participating in educational programs. Part of the Warehouse (❹) was our original tour center, but now hosts Observatory and community events.

Sensitive receivers and state-of-the-art data collection systems are invented and designed in the Jansky Lab (❺). The parts are fabricated and assembled in the Works Area (❻) before being transported to the telescopes for use.

Press Releases

- Published papers using GBT data
- Project announcements
- Conference presentations



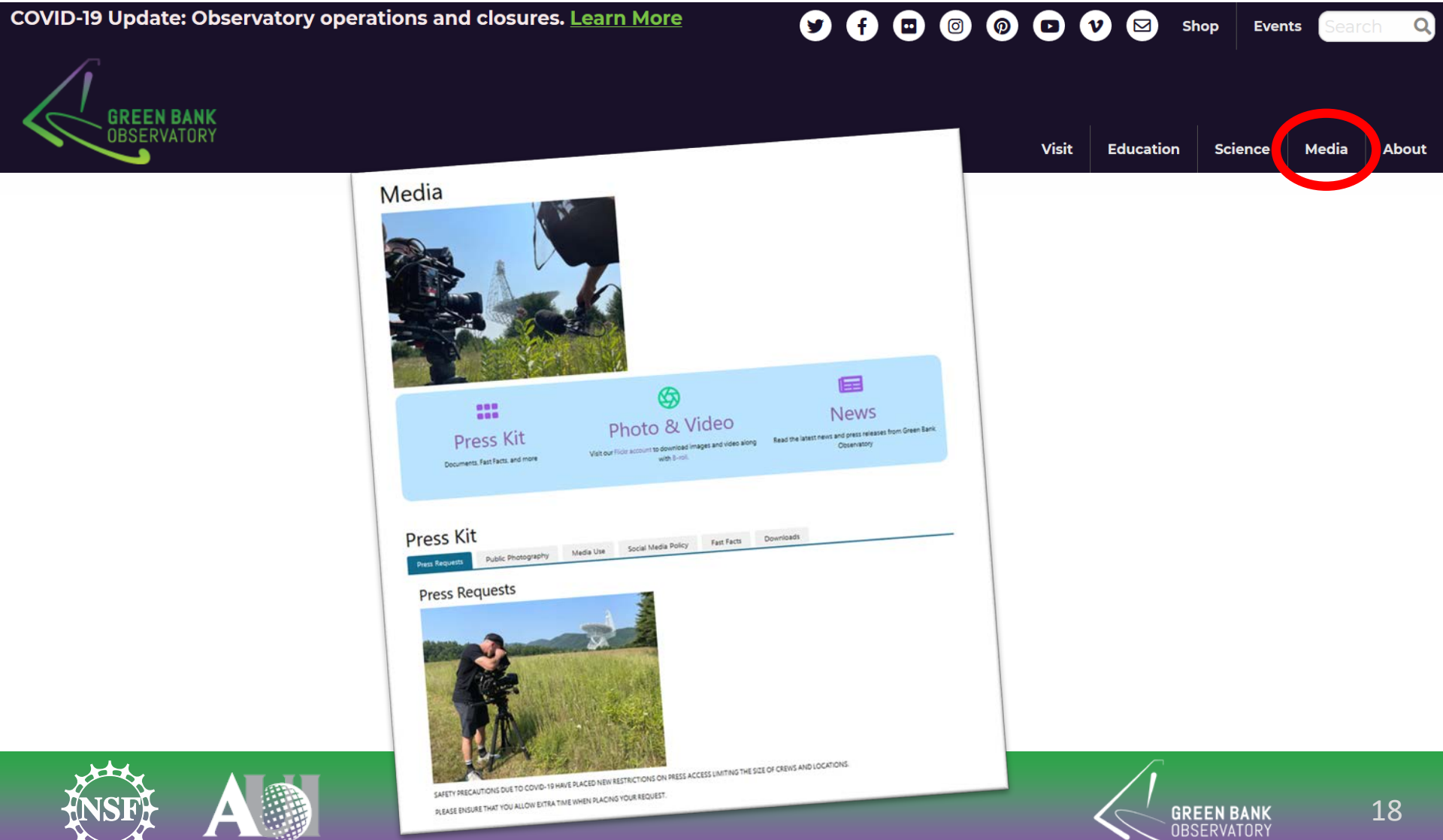
Press Releases

- Contact Jill
- Complete form
- Loop in any institutional contacts or partners
- Establish timeline
- Review release text
- Jill distribute to GBO news contacts & post on GBO outlets


GREEN BANK OBSERVATORY
ASK ME ANYTHING:
Scientist Ryan Lynch
& NEW signals from giant black holes
Thursday
January 20th
7PM EDT
LIVE

- New & Media Requests
- Regional, national, international

greenbankobservatory.org



Press Requests Database & News Tracking Apps

33	1-22	WDBJ	asked if we were a party of https://gray-dcc-gray-prod.cdn.arcpublishir	WDBJ7 Lexington Bureau Chief 20 West Nelson Street Lexington, Virginia 24450 540-855-1655
34	1-22	Stephen Kurczy	Authro releasing paperback edition of The Quiet Zone, interview Jim fo	Stephen Kurczy kurczy@gmail.com 860-556-38
35	2-22	WV Governors School	image request, confirm captions/use	Cheryl "Sherry" Keffer Coordinator Middle and Secondary Services WVDE Office of Teaching and Learning
36	2-22	podcast	podcast visit and interview request, replied through Help Desk ticket -	Melissa Wade, Host/Producer/Writer We're Here Podcast Debuting April, 2022 Mwade1523@gmail.com
37	2-22	Greenbrier River Trail Assoc.	request for 140-foot photo for interpretive sign at Droop Mountain Tunn	Robert J. Gronan Gree Lewi 304 robgr
38	2-22	NSF	review document produced about resources shared	Tam Seni Soci OD/ Natio 2415 Alex (703) tdetri
39	2-22	Charleston Rotary	send link to release about Jim for photo/bio	Just 304-

BURRELLES MYNEWSDASH

Report Type: **Detailed Report**

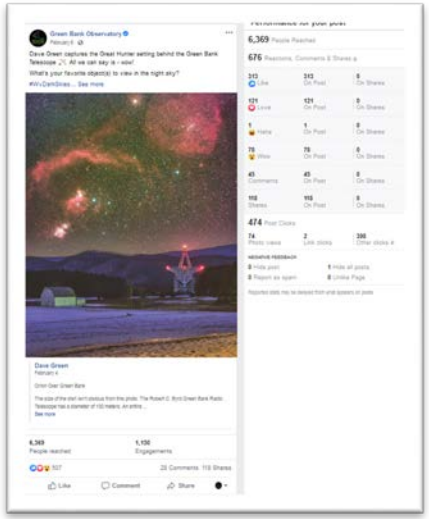
Date Range: **02/14/2022 - 02/15/2022** Date Time: **02/15/2022 07:34:15**

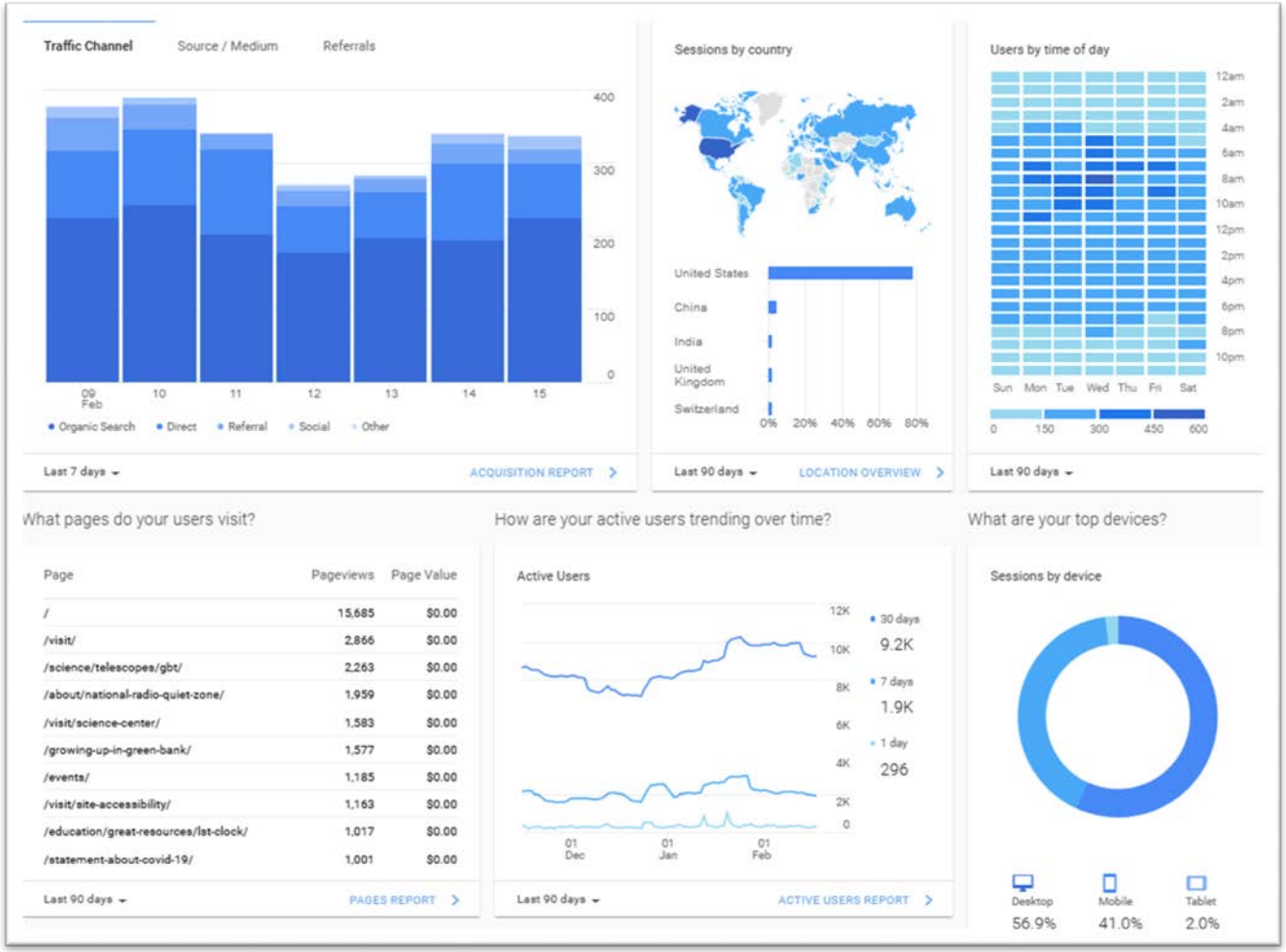
#	Print	Web	TV	Radio	Podcast	Blog	Wire	Social
Stories	0	3	0	0	0	0	0	0

Total Stories: 3 **Total Stories in Folders: 3**

Folders	Total	Print	Web	TV	Radio	Podcast	Blog	Wire	Social
Green Bank Observatory	3	0	3	0	0	0	0	0	0

Analytics




Traffic Channel
Source / Medium
Referrals
400
300
200
100
0
09 Feb
10
11
12
13
14
15
Organic Search
Direct
Referral
Social
Other
Last 7 days
ACQUISITION REPORT
Sessions by country
United States
China
India
United Kingdom
Switzerland
0%
20%
40%
60%
80%
Last 90 days
LOCATION OVERVIEW
Users by time of day
12am
2am
4am
6am
8am
10am
12pm
2pm
4pm
6pm
8pm
10pm
Sun
Mon
Tue
Wed
Thu
Fri
Sat
0
150
300
450
600
Last 90 days
What pages do your users visit?
Page
Pageviews
Page Value
/ 15,685 $0.00
/visit/ 2,866 $0.00
/science/telescopes/gbt/ 2,263 $0.00
/about/national-radio-quiet-zone/ 1,959 $0.00
/visit/science-center/ 1,583 $0.00
/growing-up-in-green-bank/ 1,577 $0.00
/events/ 1,185 $0.00
/visit/site-accessibility/ 1,163 $0.00
/education/great-resources/lst-clock/ 1,017 $0.00
/statement-about-covid-19/ 1,001 $0.00
Last 90 days
PAGES REPORT
How are your active users trending over time?
Active Users
12K
10K
8K
6K
4K
2K
0
01 Dec
01 Jan
01 Feb
30 days
9.2K
7 days
1.9K
1 day
296
Last 90 days
ACTIVE USERS REPORT
What are your top devices?
Sessions by device
Desktop
56.9%
Mobile
41.0%
Tablet
2.0%

Jill Malusky, Public Relations
jmalusky@nrao.edu