

STRATEGIES TO EFFECTIVELY COMMUNICATE ABOUT APOPHIS. D. Gunn¹, B. Betts¹, and C. Dreier¹,
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Introduction: The Apophis 2029 flyby is an excellent opportunity to grow public interest, knowledge, and support for planetary defense [1]. To most effectively message about Apophis, the planetary defense community can apply fundamental communications principles and strategies. These strategies can be utilized well in advance of the encounter, as well as in 2029.

Communications Strategies: The same techniques at the heart of every successful political campaign, product launch, or marketing promotion can be applied to the Apophis flyby to generate interest while conveying accurate information. Techniques such as conducting audience research, setting defined goals, targeting communications channels appropriately, and driving people with calls-to-action will make the most of this rare opportunity. Additionally, this period of time can be used to bolster public support for planetary defense if communications strategies are designed to not only inform but to influence behavior.

Our talk will discuss principles that can be used to accomplish these goals based on successful strategies from the world of Communications [e.g., 2].

Existing Planetary Society Resources: The Planetary Society has developed a wide variety of Apophis and planetary defense resources that the community is welcome to utilize in their communications efforts. We list and link to some of them here for anyone who may find them useful. We are continuing to develop more. Links to all of the following resources also can be found at: <http://planetary.org/defense>

- FAQ: [Asteroid Apophis: Will It Hit Earth? Your Questions Answered.](#)
- Online Class: [Asteroid Defense 101](#)
- [Online Toolkit](#)
- [Budgetary analysis and raw data on US planetary defense spending](#)
- [Meet the Asteroids video](#)
- Planetary Defense Intro Video: [What if the Dinosaurs had a Space Program.](#)



- [Artist's concept of asteroid Apophis created by The Planetary Society](#)



- [Apophis in New York City comparison.](#)



- [Posters](#)



- Planetary Defense [infographics.](#)



- [Stickers](#)



References: [1] [Betts, B. and Dreier, C. \(2020\), Apophis T-9 Years.](#) [2] Heath, C., and Heath, D. (2011) *Switch: How to change things when change is hard*, Thorndike Press.

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