

IAF SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
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THE SPACE NEWSLETTER: HOW DIGITAL PUBLISHING IN THE SPACE INDUSTRY AND
ACADEMIA CAN SUPPORT CULTURE AND EDUCATION IN THE MEDITERRANEAN REGION

Abstract

Digital transformation is not just about innovation or technology, but it mainly concerns culture: culture and innovation walk hand in hand. The challenges we have been facing during the last year have significantly impacted how we communicate and create culture within our communities. The digital publishing market has been booming across the globe during the last year. On the other hand, the Space sector is rapidly growing and needs methodologies and tools supporting digital communication to reach various targets. The Space Newsletter is an editorial project edited by the University Mediterranea of Reggio Calabria and aims at disseminating the space culture of and in the Mediterranean Region. The project is a digital magazine that wishes to stimulate the reader's creativity and encourage interest and passion for Space, especially in the new generations. The Space Newsletter relies on digital storytelling to create a connection with the readers through a direct communication. Several studies have shown that images are the bases of learning. Our mind assimilates stories or tales of people by images. Indeed, people are at the core of the project through their experiences and telling their idea of Space. Usually, digital storytelling always conveys a message to create engagement and share different visions. This project enhances stories and interviews that can bring people closer to the Space sector, thus strengthening authenticity and persuasive effectiveness of the communication. The Space Newsletter hosts discoveries, news and research insights from the industry and academia. We provide the reader with a section dedicated to stories and interviews with experts, researchers or professionals who contribute significantly to the Space sector. The newsletter explores opportunities for young people to growth and learning, amongst projects, events, and Alumni contributions. The project envisages social media as a tool to promote contests to increase the readers' involvement offering them the opportunity to publish their contents (experiments, articles, ideas, photographs, drawings, etc.) inside the newsletter itself. The mission is expanding scientific and academic cooperation in Space through a vision of collaboration with the academic world, industries in the sector to continuously shed light on the stories and promote the Mediterranean Region's discoveries.

This paper illustrates how digital publishing can support culture and education in the Space sector and analyses the Space Newsletter as a case study for the Mediterranean Region.