LISA Consortium Advocacy and Outreach: Overview and current status

Martin Hendry, University of Glasgow, UK

On behalf of the AdvoReach group





Who am 1?...

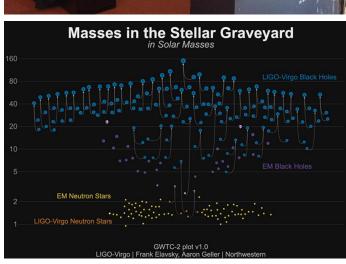
@martin_astro

Professor of Gravitational Astrophysics and Cosmology University of Glasgow

Chair, LSC Communications and Education Division











LISA Consortium Advocacy & Outreach Committee



Kelly Holley-Bockelmann Vanderbilt Univ.



Martin Hendry Univ of Glasgow

Our Mission Statement

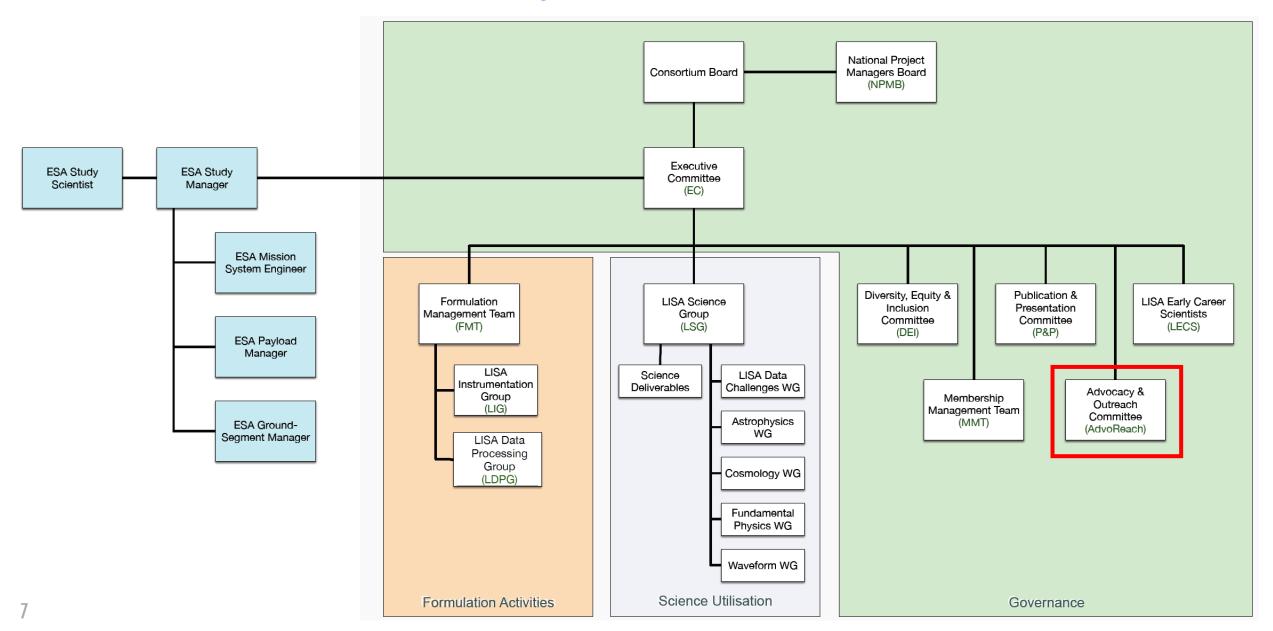
The Advocacy and Outreach (a.k.a. "AdvoReach") Committee aims to promote, support and coordinate:

- communication and regular exchange of information between the mission teams and working groups within the Consortium, and with the broader LISA community;
- coordination, as appropriate, with outreach projects and activities carried out by other Gravitational-Wave communities (e.g. LIGO, Virgo, NANOGrav, etc);
- outreach to the wider astronomical community particularly in common science areas, advocating for LISA and emphasising the complementarity of LISA science;
- promotion and raising awareness of LISA to different non-science audiences –
 specifically the general public, journalists, politicians and other decision makers in
 terms of both the exciting science questions LISA will address and the remarkable
 technology that will enable this.

Contact us:

advoreach@lisamission.org
advoreach-chairs@lisamission.org

LISA Consortium Advocacy & Outreach Committee



LISA Consortium Advocacy & Outreach Committee



Kelly Holley-Bockelmann Vanderbilt Univ.



Martin Hendry Univ of Glasgow

In today's session I'll try to cover:

- What is AdvoReach and why get involved?
- Our LISA communications strategy
- Consortium telecons and meetings
- Our website, multimedia and social media
- AdvoReach across the GW spectrum and beyond
- Our work packages and next steps

Contact us:

advoreach@lisamission.org

advoreach-chairs@lisamission.org

Communications

(with thanks to Susanne Milde)

Successful communications requires a strategy:

- Tailored to the needs of different parties & stakeholders (e.g. local, regional, national, European, US)
- Coordinated, reviewed with LISA leadership team, regularly updated. Implemented by AdvoReach Committee

Key messages / focus topics:

- What is LISA and why is it important?
- LISA science & technology highlights
- Mission status and timeline
- LISA Consortium organisation





LISA We will observe gravitational waves in space

https://www.lisamission.org/

LISA MISSION

LISA PATHFINDER

GRAVITATIONAL WAVE ASTRONOMY

CONTEXT 2030

CONSORTIUM



LISA Consortium Internal

Register as scientist

Code of conduct

Newsflash

Join the LISA Consortium

If you are a scientist and wish to contribute to the LISA mission. use this scientist registration form.



























NOT SO LONG AGO, IN A GALAXY

Communications: major recent / current projects

- Updating our Communications strategy
- Improving our Consortium communications
- Developing a new LISA Consortium website
- Designing a LISA Consortium Logo
- Updating and curating our multi-media resources
- Improving our social media activities
- Coordinating our outreach with other GW / Astro communities

If you would like to work with us on LISA Comms, please get in touch: advoreach-chairs@lisamission.org

Internal Communications: Consortium Telecon

Last Monday of the month at 1700 CET/CEST (1500 UTC)

Agenda:

- Consortium updates
- Space Agency news
- Upcoming meetings, conferences etc
- Special topic:
 - drawn from across all aspects of LISA science, technology (rotates around the WGs)
 - usually 15 20 minutes, lots of time for Q&A
 - can showcase recent WG activities or projects, highlight new results or present aspects of WG organisation (e.g. White Papers)

Programme and calendar at https://lisacalendar.darkcosmos.org/



Consortium Monthly Telecon



Agenda

:00' - Welcome

:05' - Consortium News

:20' - Space Agency News

:30' - LISA WG Presentation. This week: The DEI Working Group

If you would like to help us with organizing the Monday Consortium telecons, get in touch with us at:

advoreach-chairs@lisamission.org

Internal Communications: Community Telecon

Other Mondays at 1700 CET/CEST (1500 UTC)

These calls are open to anyone – all welcome!

Agenda:

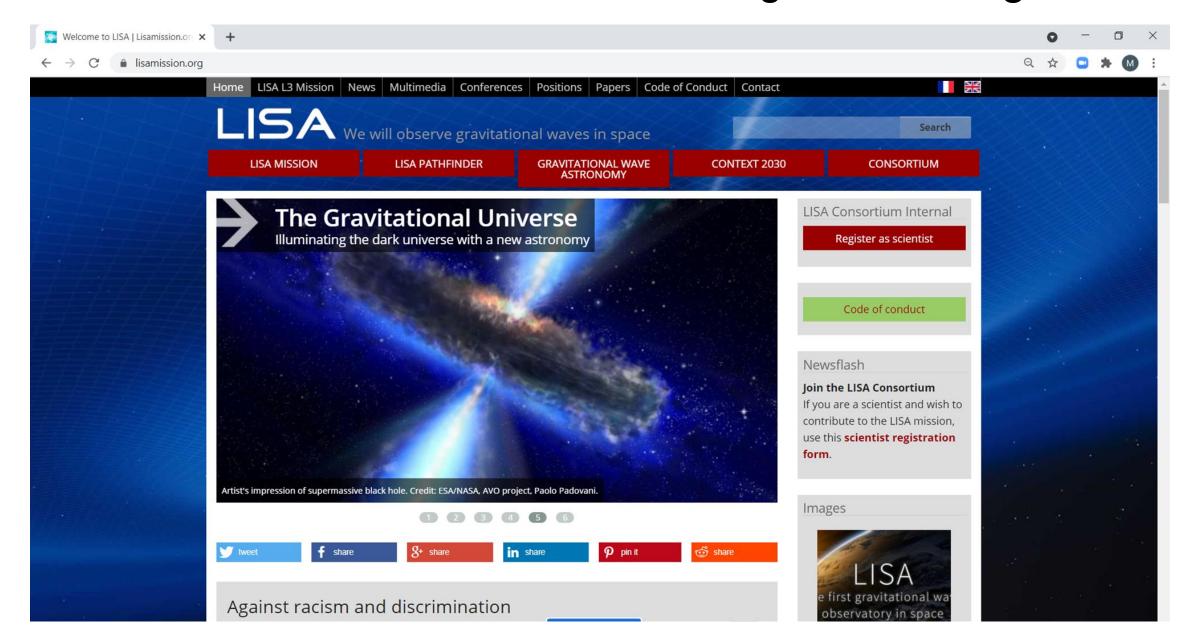
- Summary of main (shareable) Consortium news
- Special topic:
 - drawn from across all aspects of LISA science, technology
 - ➤ Again 15 20 minutes, lots of time for discussion
 - Talks designed to introduce LISA science and technology (and ideally to encourage Consortium membership!...)

Programme and calendar at https://lisacalendar.darkcosmos.org/



If you would like to offer a **special topic talk**, we are always keen to hear from volunteer speakers. Drop us an email at:

advoreach-chairs@lisamission.org

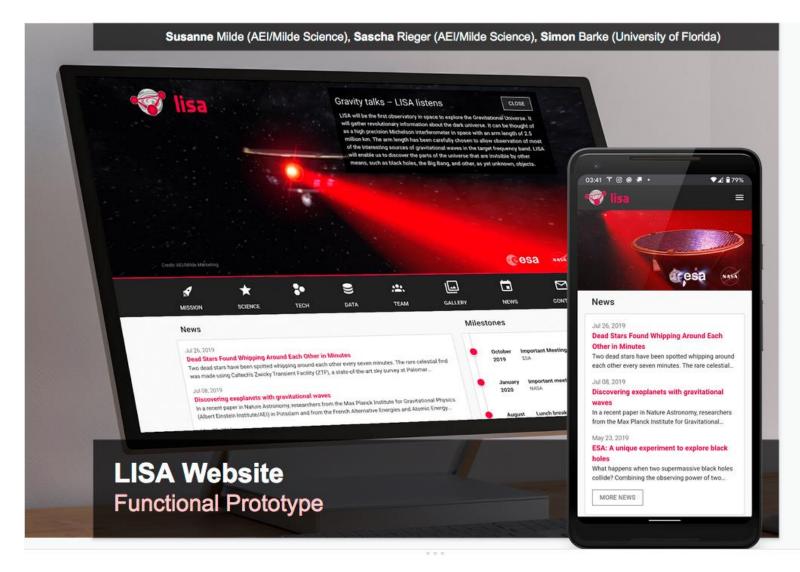


First goal of the relaunch: modernise the design



2 functional prototypes:

1 clear winner of the Consortium vote



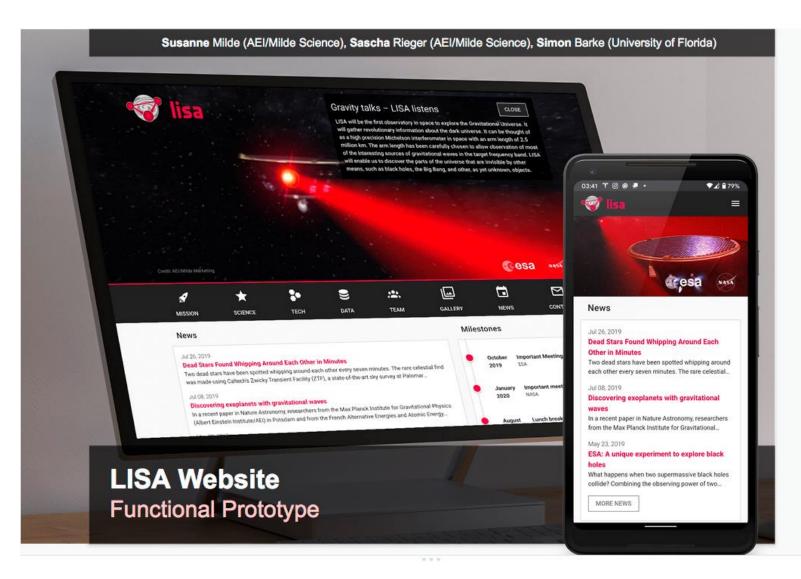
(with thanks to Sascha Rieger and Simon Barke)

Second goal of the relaunch: revamp the content

Work in progress

Now **collecting input from WGs** as basis for writing **new text**

Very short overview of each topic, followed by a **subpage of more indepth information**.



(with thanks to Sascha Rieger and Simon Barke)

Second goal of the relaunch: revamp the content

Work in progress

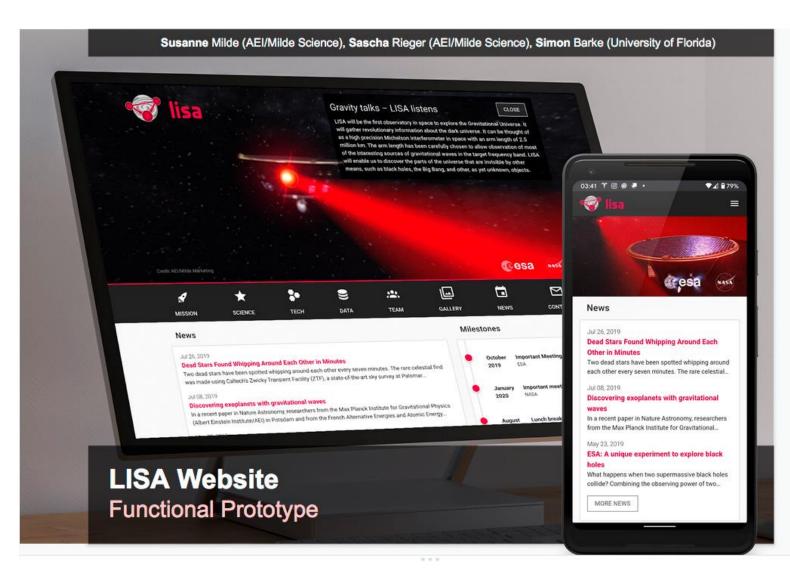
Now **collecting input from WGs** as basis for writing **new text**

Very short overview of each topic, followed by a **subpage of more indepth information**.

We want to form a website editorial team with volunteers from all areas of LISA work.

If you'd like to be a website editor, drop us an email to

advoreach-chairs@lisamission.org



(with thanks to Sascha Rieger and Simon Barke)

Consortium logo competition:

• We received more than 80 entries!!

(here are some examples...)



LISA Consortium















From our announcement / call for entries...

Any LISA Consortium logo should ...

- be clear that it is a <u>consortium</u> logo
- <u>not</u> look like an ESA/NASA mission logo (but can use satellites & lasers)
- work on both dark and light backgrounds

Everything else is up to you!





(with thanks to Sascha Rieger)

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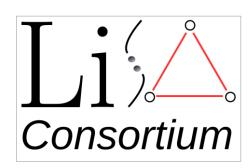


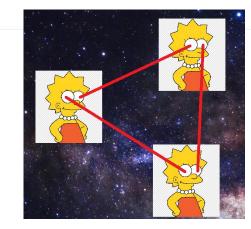


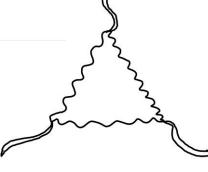












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 (but can use satellites & lasers)
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(with thanks to Sascha Rieger)

Congratulations to Davide Dal Bosco (Trento) for the winning design!

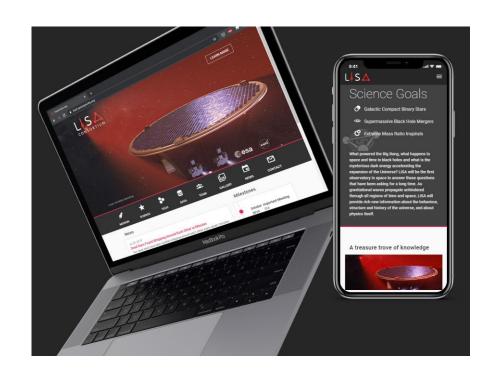


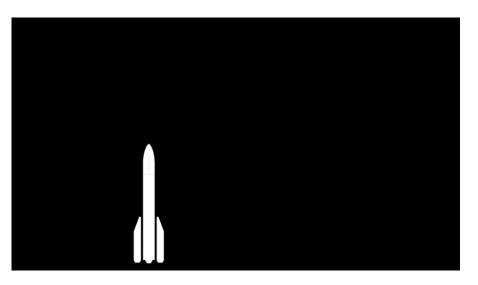




L S A























































































MISSISSIPPI



















Northwestern Caltech













































Imperial College London





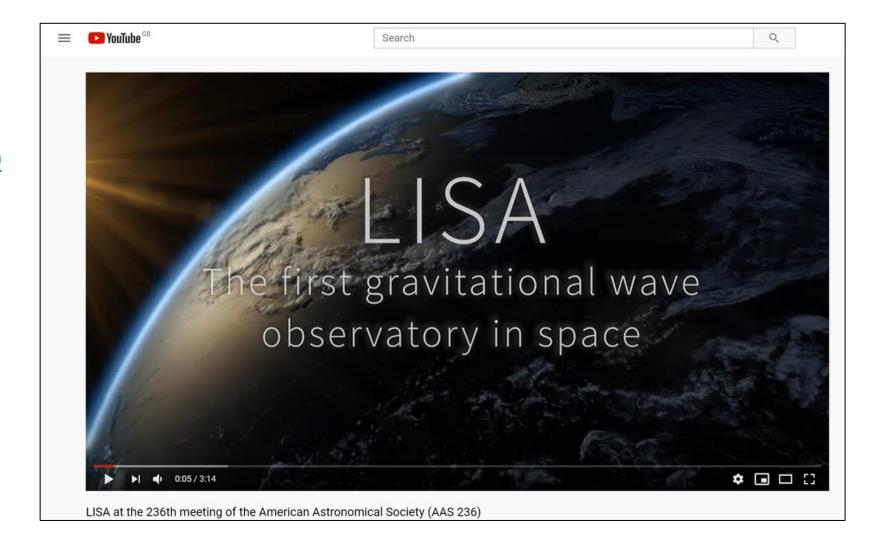




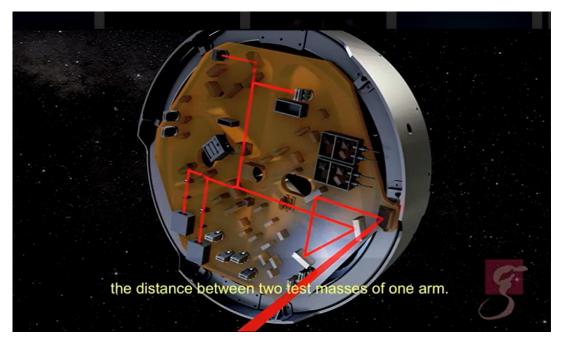


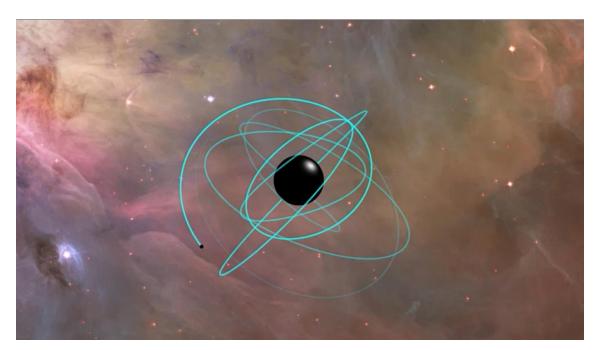
Updated LISA video created for AAS 236

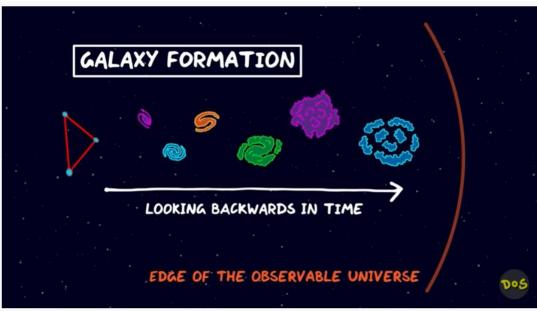
- watch it on YouTube at <u>https://youtu.be/h_ApNry_jN0</u>
- A series of shorter clips created from video (useful for seminars, outreach etc)



You can find these at: https://tinyurl.com/LISA-resources



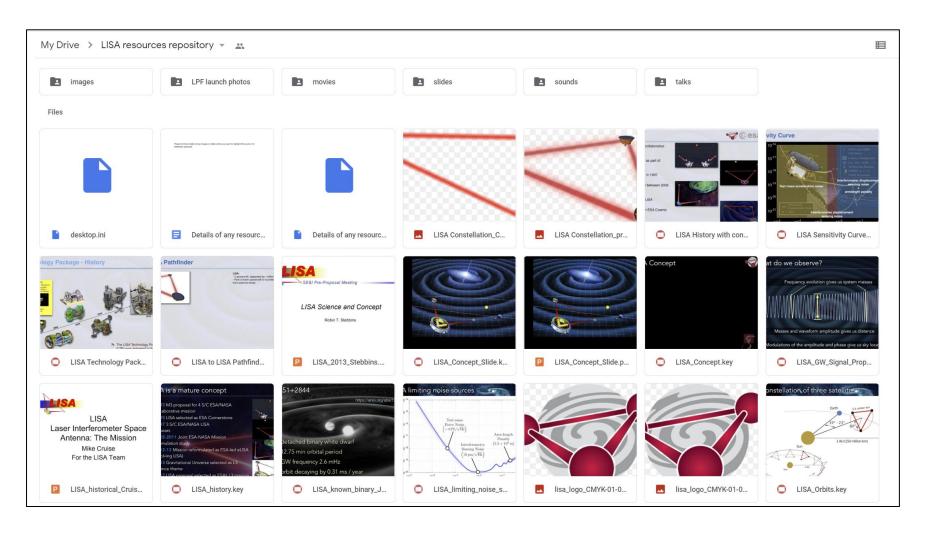






#gravitationalwaves #space #DomainOfScience
LISA | The Biggest Space Mission Ever

Gravity Ink. - The Gravitational Universe (Episode 3)



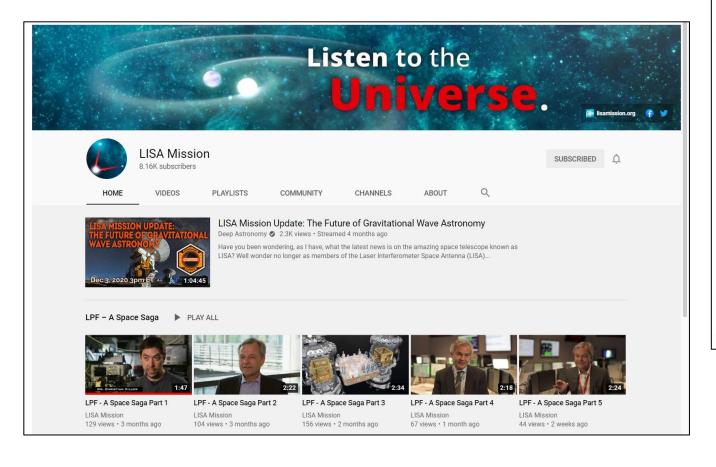
KEY TASK:

LOOK THROUGH
THE DRIVE
(and tell us what is missing, remove duplicates, etc...)

You can find these at: https://tinyurl.com/LISA-resources

Visit the LISA Mission You Tube channel:

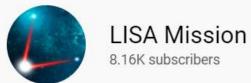
https://www.youtube.com/user/LISAcommunity





Follow us at **@LISACommunity**





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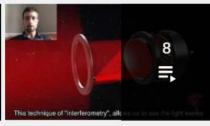
Q

All playlists ▼

Created playlists



LPF - A Space Saga
VIEW FULL PLAYLIST



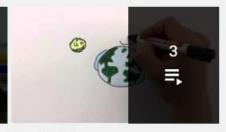
Introduction to LISA
VIEW FULL PLAYLIST



LISA Symposium XIII
VIEW FULL PLAYLIST



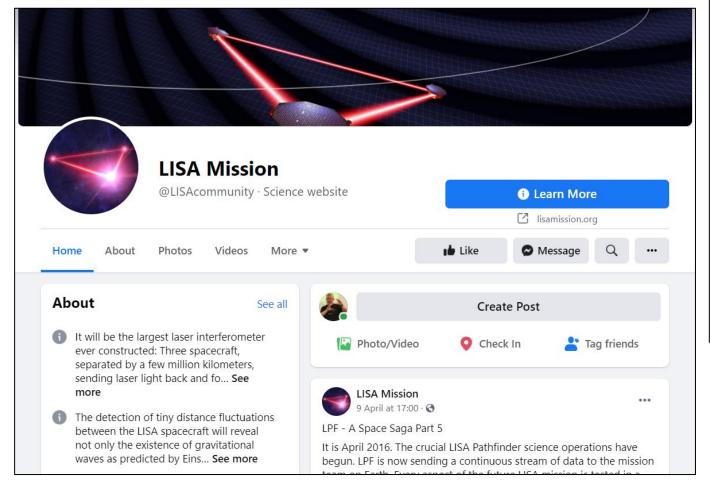
LISA Pathfinder
VIEW FULL PLAYLIST



Gravity Ink.
VIEW FULL PLAYLIST

Find us on Twitter and Facebook!

(Instagram coming soon...)

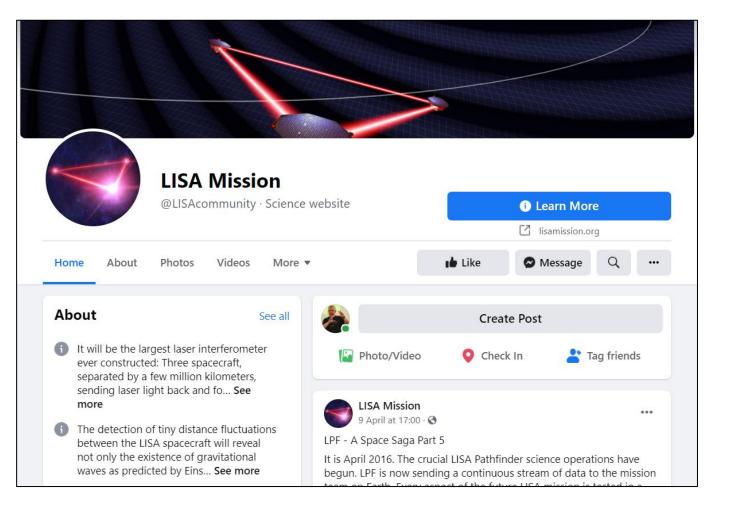




Follow us at **@LISACommunity**

Find us on Twitter and Facebook!

(Instagram coming soon...)

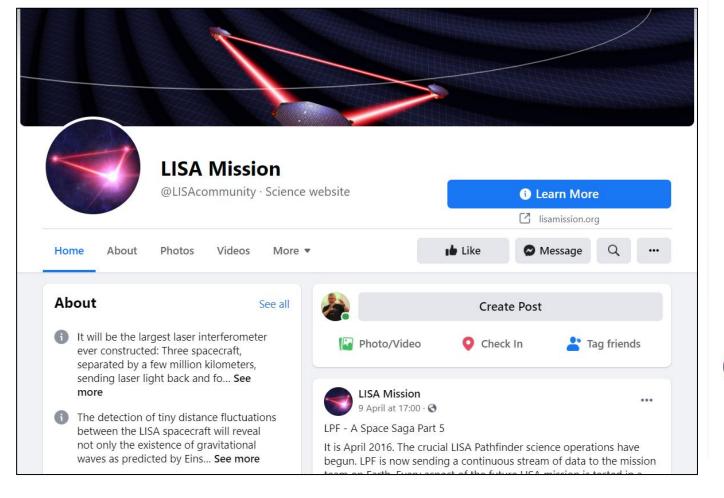






Find us on Twitter and Facebook!

(Instagram coming soon...)





LISA Mission

1,159 Tweets



Tweets

Tweets & replies

Media

Likes



LISA Mission @LISACommunity · 10m

There's a growing community of #LISAcanada scientists working on #LISA science and taking part in this week's workshop. Meet Kristen Dage:

@McGillMSI postdoctoral fellow working on ULX sources in globular clusters. (This photo tells us Kristen's really "buzzing" about #LISA (\$\frac{1}{2}\$)





LISA Mission @LISACommunity · 5m

Kristen joined @LISACommunity in 2020 after completing a @michiganstateu PhD in astrophysics. Kristen is really interested in understanding sources, like ULXs, that could generate future #LISA signals.





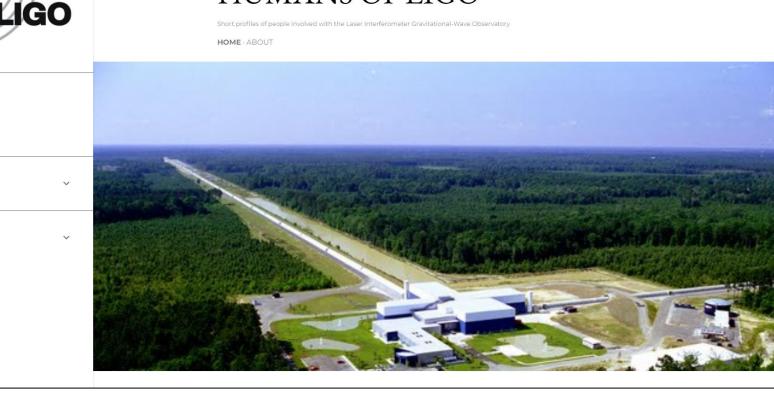












HUMANS OF LIGO

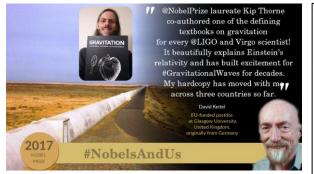


DRIPTA BHATTACHARJEE

ASHINI MODI

Post a Comment







SEARCH

https://humansofligo.blogspot.com/

https://www.ligo-india.in/gravitymatters/

We are researchers who study black holes! Ask Us Anything!

UPDATE: Thanks so much for your questions! That's all the time we have for today's AMA, but be sure to visit https://www.nasa.gov/black-holes for the latest updates about how NASA studies black holes.

It's Black Hole Week! We've brought together a panel of black hole experts from around the world to answer your questions about these fascinating and often misunderstood objects.

A black hole is an astronomical object with a gravitational pull so strong that nothing, not even light, can escape it. A black hole's "surface," called the event horizon, defines the boundary where the velocity needed to escape exceeds the speed of light, which is the speed limit of the cosmos. Matter and radiation fall in, but they can't get out! Despite their reputation as the vacuum cleaners of the universe, a black hole's gravity behaves no differently than it would around any other object - it's only when you get very close that things start to get weird.

Researchers study black holes using an array of space telescopes and ground-based observatories that are funded and operated by NASA, European Space Agency (ESA), and National Science Foundation (NSF). By combining as many signals as possible — including nearly every wavelength of light, gravitational waves, and particles like neutrinos — scientists are unraveling the secrets of these elusive objects. In addition, researchers at many of these organizations also produce visualizations of matter around black holes to better understand the theories governing them and to help us make sense of our observations.

Here's your chance to ask experts from NASA, ESA, NSF's NOIRLab, Laser Interferometer Gravitational-Wave Observatory (LIGO), National Radio Astronomy Observatory (NRAO), Stanford University, and Vanderbilt University your questions about black holes — including what we think they're like, how we find and study them, and what we still want to learn about them.

Scientists answering your questions starting at 2:00 p.m. EDT include:

- Adi Foord (AF) | Porat Postdoctoral Fellow, Stanford University/KIPAC
- Cecilia Chirenti (CC) | Associate Researcher/Associate Professor in Applied Mathematics, University of Maryland College Park, NASA GSFC, Federal University of ABC (UFABC)
- Joan Wrobel (JW) | Scientist, National Radio Astronomy Observatory
- Julia Scharwächter (JS) | Associate Scientist, Gemini Observatory/NSF's NOIRLab
- Karan Jani (KPJ) | Research Assistant Professor in Physics & Astronomy, Vanderbilt University
- Nora Luetzgendorf (NL) | JWST/NIRSpec Instrument Scientist and Study Scientist for LISA, European Space Agency
- Michele Vallisneri (MV) | Research Scientist, NASA |PL
- Sera Markoff (SM) | Professor of Astrophysics, University of Amsterdam & Event Horizon Telescope





Tweet



NASA Universe @ @NASAUniverse · Apr 16

Thank you for stopping by and joining us on @reddit to chat and ask questions to experts about black holes! Check out the questions and answers here: redd.it/ms7i07 #BlackHoleWeek



NASA Universe @ @NASAUniverse · Apr 16

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https://www.reddit.com/r/space/comments/ms7i07/we_are_researchers_who_study_black_holes_ask_us/



1,156 Tweets

Following



LISA Mission @LISACommunity · Apr 22

What should we call a group of #BlackHoles? @GravityKelly was brainstorming this last month with @LISACommunity @NASA & @LIGO colleagues, and in #BlackHoleWeek we asked our follower for ideas too. Now @NYTScience takes up the challenge!



What Do You Call a Bunch of Black Holes: A Crush? A Scream?
There are pods of whales and gaggles of geese. Now astronomers are wondering which plural term would best suit the most enigmatic entity...

\$\mathcal{S}\$ nytimes.com



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#BlackHolesCollectiveNoun

Lots of engagement during Black Hole Week! Tons of great ideas...

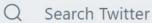
With our LIGO and NANOGrav friends we plan to organise a shortlist and public vote.







singularity



Relevant people



...

 $_{1}$ $_{1}$

Quite Interesting

Follow

@aikipedia

A Quite Interesting Twitter feed from the team behind the BBC TV show OI. instagram.com/theqielves facebook.com/OfficialQI/ youtube.com/user/TheQIElves



LIGO 🕗

@LIGO

Official Twitter of the LIGO Scientific Collaboration. We detect gravitational waves! Email: questions@ligo.org

What's happening

The matter a social water and continue

In memoriam · Last night

Apollo 11 astronaut Michael



Collins, who orbited the moon during the first surface landing, has died at age 90

Engaging people throughout the world in exploring the exciting field of gravitation

https://www.igrav.org/

Mission

The mission of IGrav is to engage people throughout the world in exploring the exciting field of gravitation, and in particular gravitational-wave and multi-messenger astrophysics. IGrav will accomplish this mission through the creation, sharing and dissemination of a variety of educational and outreach materials.

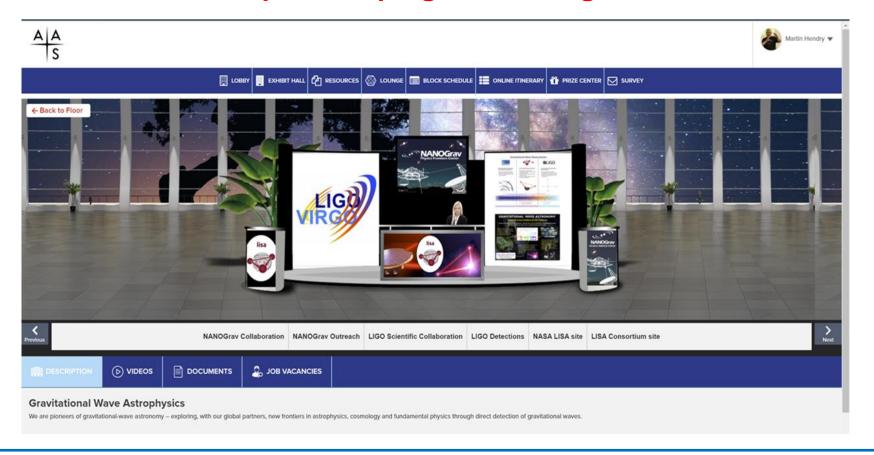
About

Welcome to IGrav.

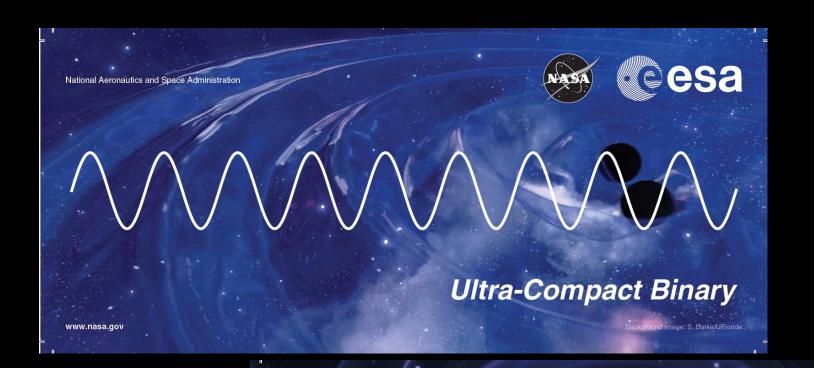
Members

Joint (with LIGO/Virgo + NANOGrav) GW Astronomy virtual exhibits at AAS + APS + SACNAS meetings (and presence at other online exhibitions)

We need help developing and editing virtual materials



KEY TASK: HELP US REVIEW / UPDATE OUR (VIRTUAL) BOOTH CONTENT



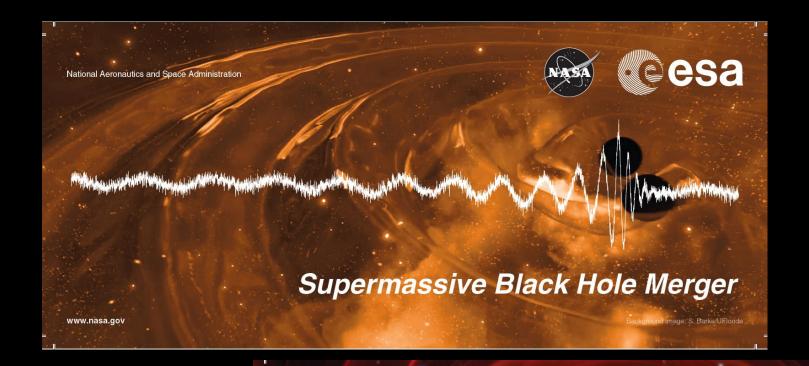


NASA is partnering with ESA on a space-based gravitational-wave (GW) observatory. Rather than producing an *image* or *spectrum* by detecting electromagnetic radiation, a GW observatory produces a *waveform* by detecting the change in displacement of widely separated test masses to measure the ripples in space-time caused by gravitational radiation emission, revealing source properties otherwise unobtainable. A GW observatory will measure signals from a wide range of previously invisible sources, revolutionizing astronomy and leading to a deeper understanding of the universe.

Ultra-Compact Binaries

Our galaxy contains ~50 million UCBs comprised of white dwarfs, neutron stars and black holes. These generally evolve slowly, with nearly circular orbits. This population contains a fossil record of stellar evolution, including cataclysmic variables and supernovae la progenitors.

For more information, visit: <u>elisascience.org</u> and <u>pcos.gsfc.nasa.gov/studies/L3/</u>





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Supermassive Black Hole Mergers

Supermassive black holes (SMBHs) inhabit the centers of galaxies. Understanding the mechanisms of SMBH growth is an enduring problem in astrophysics. Some models suggest that they grow via galaxy mergers. Merging supermassive black holes will be strong gravitational wave sources, and allow testing of these models.

NP-2017-12-538-GSEC

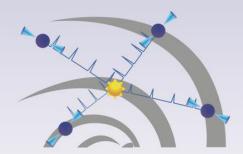
For more information, visit: elisascience.org and pcos.gsfc.nasa.gov/studies/L3/

Gravitational Wave Observatories



North American Nanohertz Observatory for Gravitational waves (NANOGrav)

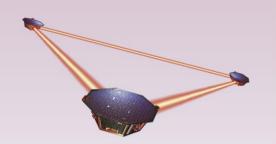
- Galactic-scale observatory monitoring millisecond radio pulsars (15cm-75cm)
- Sensitive to changes in distance of ~100 km over kiloparsecs.





Laser Interferometer Space Antenna (LISA)

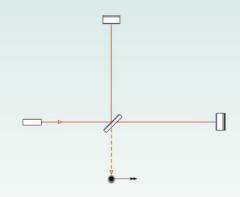
- Space-based laser interferometer
- 3 spacecraft orbiting the Sun, each housing free-falling test masses
- Distances between test masses measured with 1064 nm lasers
- Sensitive to changes in distance of ~10⁻¹¹m over millions of kilometers.





Laser Interferometer Gravitational wave Observatory (LIGO)

- Earth-based laser interferometers
- Two interferometers using 1064 nm lasers
- Working with the Virgo detector in Italy
- Sensitive to changes in distance of ~10⁻¹⁸m over kilometers



Binary supermassive black holes in galactic nuclei

Wave frequency [Hz] 10^{-10} 10^{-8} 10^{-6} 10^{-4} 10^{-2} 1 10^{-2}

Wave period years hours sec ms

Compact object captured by supermassive black holes

Rotating neutron stars, supernoave

MMM/// Gravitational-Wave Astronomy

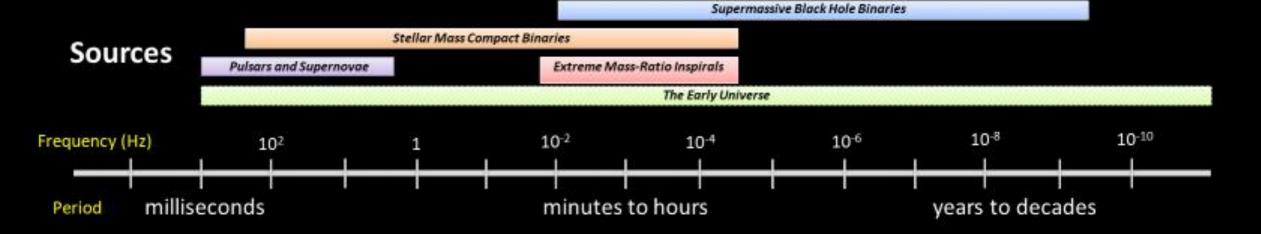
Opening New Windows on the Cosmos



Ground-Based Interferometers

Space-Based Interferometers

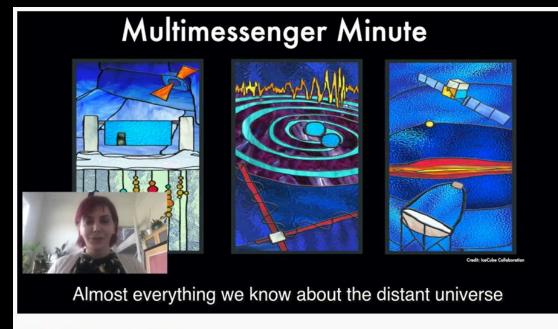
Pulsar Timing Arrays







What is the difference between LISA and LIGO?





Types of LISA Sources

LIGO MAGAZINE

04 commissioning



The O3a catalog: Apr 1 to Oct 1 2020 Half-time harvest of LIGO and Virgo's third observing run p.11

Art, music, and gravitational waves

When gravitational waves ripple across the arts world p.14

and the importance of mental health and good supervision p.26

Art and music ...

Where imagination

meets science

nations around the world. In this ar and scientists on their gravitati wave inspired artistic works

Einstein's Unfinished Symphony watching with great anticipation the way Gravity Synth

teenth through the early part of the twen- "Einstein's Unfinished Symphony". This ferometer with a modular synthesiser. tieth century. I have always had an inter- work became a springboard for my imagest in the way the sciences dovetall with ery and subsequent prints over the past. It is a collaboration between audiovisual the arts and since about 2001 I have been twenty years.



... and gravitational waves

My work is usually created by combining LIGO and the other gravitational wave. Gravitational waves signals can be con expressive or gestural hand drawn ele- observatories have proved successful in verted into sound, but did you know that ments with photographic or light sensitives. I first became aware of the technology used to detect them can tive printing matrices. My specialized the investigations when I read an article be used to make music? Gravity Synth interest has been primarily in the area of that was published in the New York Times does just that: it is a musical instrumen photo print processes of the late eigh- book review of Marcia Bartusiak's book created by combining a Michelson inter-

> artist Leon Trimble and University of Biring a suite of eight lithographs drawn Anna Green and Andreas Freise. In 2016, stone with color superstructure. Leon and Hannah met at an art/science formed on photo sensitive lithographic "Worlds Collide" event in Birmingham plates, which I am dedicating to Marcia and got chatting about black holes mak-Bartusiak and her profound ability to ing chirp signals when they collide and take such a complex subject and trans- converting gravitational-wave signals late through verbal language the ideas into sound. This led to many more discreative individuals are and their vast group members. Meanwhile, Aaron deachievements through the science of signed and built the interferometer for

Currently, I am working on conceptual designs for a collaborative art installation, ideally for LIGO Hanford's new Exploration Center. How can kinetic sculptures merge with augmented reality to create an educational environment for gravitational wave astronomy?

To learn more, please visit: www.AnastasiaAzure.com/GW



ional floor loom. She enjoys



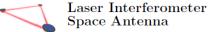
LISA Consortium Advocacy & Outreach Working Group



Kelly Holley-Bockelmann Vanderbilt Univ.



Martin Hendry Univ of Glasgow



Ref: LISA-LCST-SGS-WPD-XXX	
Issue: 0	Revision: 6
Date: 2020/06/18	Page: 1/10

LISA Advoreach Work Packages

N/Ref:	LISA-LCST-SGS-WPD-XXX	
Title	LISA Advoreach Work Packages	
Abstract	The LISA Consortium Advocacy and Outreach (aka Advoreach) Working Group aims to promote, support, and coordinate:	
	 communication and regular exchange of information between the mission teams and working groups within the Consortium, and other relevant stakeholders; coordination, as appropriate, with outreach projects and activities carried out by other Gravitational Wave communities (e.g. LIGO, NANOGrav, etc); outreach to the wider astronomical community – particularly in common science areas, advocating for LISA and emphasising the complementarity of LISA science; promotion and raising awareness of LISA to non-scientific audiences, specifically the general public, journalists, politicians, and other decision makers – in terms of the exciting science questions LISA will address the , the remarkable technology that will enable this, data analysis and LISAs impact for society. 	

advoreach@lisamission.org
advoreach-chairs@lisamission.org

