

SPIRE ICC

User Requirements Documents
Public Relations

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Issue 1

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1 Introduction

1.1 Purpose & Scope

Requirements put on the ICC by the need to interact with the general public. These might include the provision of WWW pages or other publicity material. Most of this interaction will be via the HSC, in the first instance at least (i.e., the public has no direct first contact with the ICC).

1.2 Definitions of Terms and Acronyms

Herschel	Far InfraRed and Submillimetre Telescope (Formally FIRST)
SPIRE	The Spectral and Photometric Imaging REceiver for Herschel
ICC	Instrument Control Centre
URD	User Requirement Document
WWW	World Wide Web
HSC	Herschel Science Centre (Formally FSC and FIRST Science Centre)
ESA	European Space Agency
PST	Project Science Team (User within HSC)
SST	SPIRE Science Team.
PR	Public Relations

1.3 Related Documents

RD-1	SPIRE ICC URD Scope Document
RD-2	Herschel-HSC URD
RD-3	Herschel-HSC General Public actor description (A5?)
RD-4	Herschel-HSC General Public uses cases (HSC-UCF 91, 92 and 93)

1.4 Overview

This document first describes the **users** relating to the SPIRE ICCs interaction with the general public and then the **requirements** they make on the ICC.

2 User Characteristics

2.1 The general public

The general public may (mostly indirectly) use the system to get SPIRE general information. This will include information on the instrument, its objectives and achievements in a clear and concise way as well as on educational aspects (e.g., material for schools and planetariums, explanations to understand SPIRE science in a more general astronomy context).

[adapted from RD-2]

The General Public is interested in scientific conclusions and results deduced from Herschel

data. Results may be in the form of images, spectra and textual information. The general public may want to learn about press-conferences related to Herschel-results and retrieve images/spectra/textual information via a browser. The PST brings the information for the General Public on the WWW and makes links to the ESA PR service WWW-pages.

[taken from RD-3]

The General Public might also be interested in specialist but non-astronomical aspects of the instrument e.g. technical specifications or financial.

- 2.1.1 General Public: Journalist**
- 2.1.2 General Public: Educator**
- 2.1.3 General Public: Other Adult**
- 2.1.4 General Public: School Child**
- 2.1.5 General Public: Amateur Astronomer**
- 2.1.6 General Public: VIP (e.g. Politician)**
- 2.1.7 General Public: Industry**
- 2.1.8 General Public: Non-astronomer Scientist**

2.2 The Herschel Science Centre

In general the HSC will be the first point of contact for the public. The HSC will request information from the ICC to assist in its responsibility to provide information to the public. The HSC will also be the main conduit through which the ICC will pass information it would like made known to the public.

2.3 The SPIRE Consortium

The SPIRE consortium is the most likely source of scientific information relating specifically to SPIRE. The SPIRE consortium may decide that a scientific result or technological breakthrough relevant to SPIRE is suitable/desirable for promotion to the General Public (whether or not the result was generated within the consortium). Requests for scientific or technical information relating to SPIRE will ultimately be answered by the consortium.

2.3.1 SPIRE Science Team.

3 Requirements

In general Public Relations activities from the ICC centres will need to be met with normal institutional resources, Specialised activities, such as graphics provided by artists, would be provided by HSC.

3.1 UR-PUS-100: Reactive Requirements

UR-PUS-110: Press Releases

The SPIRE ICC may be requested (by HSC) to assist in generating Press Releases to accompany e.g. publication of science articles using SPIRE. This assistance might take the form of proof reading, or providing instrument specific expertise.

- **Source** HSC-UCF-91/92/93
- **Importance** desirable
- **Frequency** **monthly**
- **Phase** Mainly post-launch and immediately pre-launch

UR-PUS-120: Public WWW pages

The SPIRE ICC may be requested (by HSC) to assist in generating permanent Public WWW pages. This assistance might take the form of proof reading or providing instrument specific expertise (TBC).

- **Source** HSC-UCF-91/92/93
- **Importance** **desirable**
- **Frequency** monthly
- **Phase** late development

UR-PUS-130: Other Public Relations

The SPIRE ICC might be requested (by the HSC) to assist in other Public Relations activities (e.g. public talks, educational tools, commissioning PR products). This assistance might take the form of proof reading, locating text/images or providing instrument specific expertise.

- **Source** HSC-UCF-91/92/93
- **Importance** **desirable**
- **Frequency** monthly
- **Phase** late development

UR-PUS-140: Visits

Components of the ICC might be visited by members of the public e.g. VIPs or school children.

3.2 UR-PUS-200: Proactive Requirements**UR-PUS-210: Press Releases**

The SPIRE ICC (prompted by the SPIRE consortium) might decide to initiate a Press Release. There needs to be a suitable mechanism to do this.

- **Source** here
- **Importance** desirable
- **Frequency** monthly
- **Phase** Mainly post-launch and immediately pre-launch

UR-PUS-220: Public WWW pages

The SPIRE ICC might decide that it wants its own public WWW pages.

- **Source** here
- **Importance** desirable
- **Frequency** **monthly**
- **Phase** development

UR-PUS-230: Other Public Relations

The SPIRE ICC might want to undertake other Public Relations initiatives (e.g. to satisfy internal funding authorities). This might include educational tools, posters etc. It might be worth noting where other ICC activities could be adapted for Public Relations with minimal effort.

- **Source** here
- **Importance** desirable
- **Frequency** **monthly**
- **Phase** development

UR-PUS-240: Access to Herschel PR material

The SPIRE ICC might require privileged access to general Herschel PR material in order to fulfil other PR tasks.