

ABSTRACT ONLY**ASTROMICRO: ASTRONOMY ARRIVES IN
MICRO TO TELEVISION**S. Ramírez Alegría¹, K. Peña Ramírez¹ and J.
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In the summer of 2023, the educational channel of the Chilean television channel TVN broadcasted the first six episodes of the show “AstroMicro”. The event was a significant milestone for this interdisciplinary scientific communication project, bringing astronomers, animators, filmmakers, producers, writers, and project managers together. “AstroMicro”, jointly funded by the TV channel, the Chilean Astronomy Society, and the Chilean Agency for Research and Development (Agencia Chilena de Investigación y Desarrollo), occurs on a “micro” where all the astronomical concepts are revisited with simple but accurate jargon relating the different experiences of the diverse passengers to everyday experiences in a bus. This approach avoids hierarchical communication within the team from the very early stages of the project, fostering communication and avoiding outsourcing the creative components of the product. In this talk, we will share details of the story behind the production, from the original idea to the screening of the first episodes.

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