Suzaku in the (US) News

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Challenges

XRS problems reduced the amount of exposure in the press anticipated before launch.

Still respectable press presence using the remaining two main instruments (different science to advertise, larger Japanese role,...)
1) Launch date announcement  (June 2005) -- HQ release
2) Launch  (July  2005) -- HQ release
3) XRS problems (August 2006) -- HQ release
4) First light XIS  (August 31, 2006) -- GSFC release
5) Comet 73P/Schwassmann-Wachmann 3  (May 12, 2006) -- GSFC release
6) AAS meeting (June 2006) -- GSFC release
7) HEAD meeting (Oct 2006) -- GSFC release
Coverage

1) Launch: Covered by the usual suspects (and some). In total about 110 articles from all over the world. In the US: Washington Post, USA Today, LA Times, all science-related web-sites, blogs, ..

2) XRS problem was covered as well (Science web sites, Science, and general press: CNN,..)

3) First light XIS (covered with about 2 months delay ...
Coverage

4) HEAD meeting

Future plans

1) Involvement on Suzaku from our new science writer (Bob Naeye)

2) Ask for contributions directly from the PIs following the Chandra model.