

# INGE HEYER, PHD

6603 Collinsdale Road, Apt. G  
Baltimore, MD 21234

808-936-4136  
inge\_heyer@yahoo.com

<http://www.ingeheyer.com>

Career Target ...

## SCIENCE WRITER AND EDITOR

*Science communicator skilled in mining, writing and reporting space science and technology stories that garner media attention, build positive image and inform professional and public audiences.*

### Summary of Relevant Experience:

Offering M.S. and B.A. in astronomy, Ph.D. in science education (astronomy), combined with several years of writing and editing experience:

- 5 years – writer/editor of science/technology stories for internal/external groups, including the media at Joint Astronomy Centre (JAC)
- 10+ years – editing, news mining, and coordinating news conferences as Press Room Supervisor and Deputy Press Officer of the American Astronomical Society
- 10+ years – scientific/technical writing and editing at the Space Telescope Science Institute

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Multilingual in English, German, and Japanese

Member: National Association of Science Writers

### Awards:

- Selected as 2009 JAC Employee of the Year of the Research Corporation of the University of Hawaii
- Earned Exceptional Performance Award in 2009 as a public information professional at JAC
- Commended with the Hubble Space Telescope Star of Outreach Award for public outreach activities while employed at Space Telescope Science Institute

### Professional Recognition:

*(excerpts from performance evaluations)*

- “Inge is diligent in spotting opportunities to get the right message out, and she has a good eye for what makes a good article or press release.”
- “It is a testament to Inge’s organizational abilities that a range of events were delivered throughout the year that were both well-attended and well-received, reflecting all the facilities based on the Big Island.”

## KEY STRENGTHS AND SKILLS

- Writing, editing and reporting newsworthy stories that provide sound information and reinforce organizational goals to internal audiences, publics and the media (established and manage relationships with local, national and international press)
- Conducting interviews and research, including providing counsel and training for leadership and other professionals interviewed by the media
- Excel in writing compelling articles for newspapers, websites, magazines, and internal/external newsletters, as well as creating photo montages for various communications materials/products
- Strong professional interest and experience in collaborating on various web media and social media, as well as developing new methods of science news delivery
- Coordinating and leading news conferences at meetings and fielding questions from attending and remote location media representatives; including writing news releases, advisories, and tip sheets for the media
- Developing and managing web content, web page management and for other online informational and social media networks.
- Establishing and managing relationships built on trust/confidence internally and externally at all organizational levels.

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## PROFESSIONAL EXPERIENCE

LOYOLA UNIVERSITY MARYLAND, Baltimore, MD

2012 to current

Visiting Assistant Professor for Physics and Astronomy

### *Science Education & Communication*

- Developing new content and methods to communicate astronomy and physics concepts to students.
- Editing and layout of textbooks and monographs on astronomy and science education.
- Writing regular astronomy blog for a popular culture website of a major TV network.
- Delivering 15-20 public lectures annually to schools and civic groups.

JOINT ASTRONOMY CENTRE (JAC), Hilo, HI

2006 to 2010

Public Information Officer

### *Writing, Editing & Reporting*

- Research and mine science stories in all languages from various sources including journals, meetings, and web.
- Write articles for the organization's internal/external newsletters, magazines, websites, newspapers, brochures, and other communications. Create photo montages for handouts, postcards, brochures and more.
- Write all news releases, advisories, tip sheets, talking points, feature stories, and background materials.
- Created short videos introducing JAC's telescopes during the International Year of Astronomy in 2009 webcast of "Around the World in 80 Telescopes."
- Provide essential communications to international stakeholders by assembling and editing JAC's annual report.
- Create tools, develop content and provide resources for classroom science education programs in community.

### *Media Relations / News Conferences*

- Coordinate and develop all media/public products, news communications, programs, and events for JAC.
- Established and cultivate ongoing relationships with local, national and international media, government agencies and educational institutions.
- Communicate JAC's science and outreach results to local, national and international print and web media, including organizing and supervising film crew visits, facilitating local permits and safety requirements.
- Expanded and track JAC's visibility and international media coverage of news and programs, as well as those resulting from coverage of the Astronomy Society's meetings.
- Provide logistical support to national and international film crews visiting the observatories and create time-lapse videos of activities at JAC telescopes.

### *Programs / Public Speaking / Collaboration*

- Create content and deliver science presentations for public and educational groups on the latest discoveries from JAC's telescopes as well as astronomy tools for the educational community.
- Work with 13 local observatories in the planning, development and implementation of coordinated outreach programs, sharing of best practices, and collaboration on joint communications projects.
- Created comprehensive new and unique outreach efforts for the International Year of Astronomy in 2009 as a joint project for JAC and MKOOC.
- Chaired Mauna Kea Observatories Outreach Committee (MKOOC, [www.mkooc.org](http://www.mkooc.org)) for 3 years and work with outreach officers throughout all local observatories to develop educational and media products.

### *Website / Social Media*

- Facilitated global public access to JAC's media and outreach resources and tools by creating web content and designing and maintaining a dynamic website that now draws 12,000 visitors monthly.
- Develop, write and manage content for online informational and social media networks (such as Facebook).

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**SPACE TELESCOPE SCIENCE INSTITUTE**, Baltimore, MD **1992 to 2006**  
**Research Consultant (2005 to 2006) / Senior Data Analyst (1995 to 2005) / Archive Specialist (1992 to 1994)**

## **Technical Writing & Editing**

- Supported data analysis/logistical needs of the observers using Hubble by writing and editing documentation, as well as online and in-person support.
- Facilitated timely access to latest instrument information for observers by managing edits for the WFPC2 Instrument Handbook.
- Provided access to current instrument information by redesigning and editing the WFPC2 website.
- Participated in space science public outreach. Contributed to early public access to data collected in the Hubble Deep Field North and South Campaigns through data retrieval and image quality control.
- Delivered 30-50 astronomy public lectures annually to schools and civic groups; worked in the American Astronomy Society press office during meetings.

**UNIVERSITY OF WYOMING**, Laramie, WY **2011 to 2012**  
**Astronomy Laboratory Instructor / Elementary Education Instructor**

**THE JOHNS HOPKINS UNIVERSITY SPACE GRANT CONSORTIUM**, Baltimore, MD **1993 & 2005**  
**Astronomy Instructor**

**UNIVERSITY OF HAWAII**, Honolulu, HI **1985 to 1991**  
**Astronomy Instructor / Research Assistant / Teaching Assistant**

## **EDUCATION AND PROFESSIONAL DEVELOPMENT**

- Ph.D. in Science Education, University of Wyoming, Laramie, WY, 2012
- M.S., Astronomy, University of Hawaii at Manoa, Honolulu, HI, 1987
- B.A., Astronomy and Physics, cum laude, Smith College, Northampton, MA, 1985
- Japanese Language Certificate, Tenri University, Tenri, Japan
- Abitur (Baccalaureate), Arndt Gymnasium, Berlin, Germany

### ***Additional / Continuing Education***

- Summer School in Astrostatistics at State College, PA
- NATO Summer School in Astrophysics, Iraklio, Greece
- Astronomy education workshops at AAS, ASP, and CAP meetings
- Project Management
- Diversity in the Workplace (member of committee to initiate this course)
- Public Speaking

### ***Computer Proficiency***

- OS: UNIX (Sun Solaris), Linux, Windows, Mac
- Tools: Adobe InDesign, Adobe PhotoShop, iLife, PowerPoint, Word, Excel (incl. statistics tools), SQL
- Languages: HTML, IRAF, some IDL

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## ADDENDUM

### Additional Skills:

- **Astronomical Observing Experience**
  - Space-based: Hubble Space Telescope (WFPC2 and ACS)
  - Ground-based: Kitt Peak (2.1m and 4m Mayall), La Serena (Danish 50cm), Mauna Kea (UH 88" & 24"), Arecibo Radio Telescope
- **Languages**
  - English (native-level fluency, both oral and written)
  - German (native-level fluency, both oral and written)
  - Japanese (oral conversation-level fluency, written Japanese middle-school level)

### Selected Publications (*Partial List*)

Complete list of publications and links to abstracts are available at <http://www.ingeheyer.com/publications.html>

A list of writing and editing samples can be found at <http://www.ingeheyer.com/WritingSamples>

Slater, S.J., Slater, T.F., Heyer, I., & Bailey, J.M. (2015). *Discipline-Based Education Research*. Pono Publishing. Laramie, WY. ISBN 978-1515024569

Slater, S.J., Slater, T.F., Heyer, I., & Bailey, J.M. (2015). *Conducting Astronomy Education Research*. Pono Publishing. Laramie, WY. ISBN 978-1515025320

Slater, S.J., Kao, L., Morgan, W., Oppenheimer, R., & Heyer, I. (editor), (2015). *Active Learning Tutorials for Astronomy & the Planetary Sciences*. Pono Publishing. Laramie, WY. ISBN 978-1515190653

Heyer, I. (2015). The Solar System Dance, in Slater, S.J., Bailey, J.M. & Gibbs, M. (Eds.). *Galileo's Classroom*. Pono Publishing. Laramie, WY. ISBN 978-1515163657

Heyer, I., Slater, S.J., Slater, T.F. (2013). Establishing the Empirical Relationship between Non-science Majoring Undergraduate Learners' Spatial Thinking Skills and Their Conceptual Astronomy Knowledge. *Latin-American Journal of Astronomy Education* 16, p.45-61.

Heyer, I., Slater, T.F., Slater, S.J. (2011). Spatial Sense and Perspective: A 3-D Model of the Orion Constellation. Proceedings of the Astronomical Society of the Pacific Conference, Connecting People to Science, Baltimore, MD, ASP Conference Series.

Heyer, Slater, Slater, 2011, "Chaos can be fun - Solar System Ballet!", *The Classroom Astronomer* 9, p.24-25.

Heyer, Harvey, Usuda, Fujihara, Hamilton, 2010, "The Mauna Kea Observatories Outreach Committee Brings Astronomy to the Hawaiian Public", "Science Education and Outreach: Forging a Path to the Future", ASP Conference Series Volume 431, Editors: J. Barnes, D.A. Smith, M.G. Gibbs, J.G. Manning, p.70.

Jogee, Barazza, Rix, Shlosman, Barden, Wolf, Davies, Heyer, *et al.*, 2004, "Bar Evolution over the Last 8 Billion Years: A Constant Fraction of Strong Bars in the GEMS Survey", *ApJ* 615: L105-L108.

Williams, Blacker, Dickinson, Dixon, Ferguson, Fruchter, Giavalisco, Gilliland, Heyer, *et al.*, 1996, "The Hubble Deep Field: Observations, Data Reduction, and Galaxy Photometry", *The Astronomical Journal*, 112, p.1335